

FOCUS | NRN

COVER STORY

COMPENSATION STUDY: DINNERHOUSES LEAD PACK

NRN Special Report

Dinnerhouse chains pay their field and unit-level managers significantly higher average annual salaries than do fast-food and family restaurant chains, according to a wage-and-benefits study commissioned by *Nation's Restaurant News*.

Salary differences between fast-food and family restaurant chains were not nearly so great as the gap between dinnerhouses and all other chains.

In the awarding of bonuses, dinnerhouses again proved to be more generous on the average than the other segments of the industry, the survey showed.

The survey was conducted by Lebhar-Friedman Research, which is owned by Lebhar-Friedman Inc., the parent company of *Nation's Restaurant News*. A total of 151 confidential telephone interviews were made: 60 to fast-food chains, 51 to family restaurants and 40 to dinnerhouses. An additional 34 interviews were conducted on specific salary and bonus information. The findings in this report are limited mostly to field-level and unit-level management.

For the top field-level position, regional vice president, the average din-

'The regional operations manager of a dinnerhouse chain averaged \$43,334, while his counterparts at both fast-food and coffee shop chains averaged \$37,500.'

nerhouse chain paid \$64,286, which was 47% higher than what the average family restaurant chain paid—\$43,500—and 51% higher than the fast feeder—\$42,353.

At other field and unit positions, the differences were not so profound.

For example, the regional operations manager of a dinnerhouse chain averaged \$43,334, while his counterparts at both fast-food and coffee shop chains averaged \$37,500. The same pattern was found at the regional supervisor's slot. At a dinnerhouse he earned \$40,667, and at the fast-feeder and family restaurant, \$33,500 and \$35,417 respectively.

A marked change was found at the regional marketing manager level. Average salaries varied widely. The dinnerhouse manager averaged only \$25,000, while his peer at a fast-food chain made \$32,500. At the family restaurant chain, the salary was a comparatively whopping \$55,000, which possibly indicated some discrepancy in the sample.

Regional managers of franchise operations had average salaries ranging from a low of \$26,000 at the dinnerhouses to \$37,222 at the fast-food chains.



Salaries were nearly comparable for all three segments at the regional personnel manager level: \$27,500 at a fast feeder, \$27,000 at a coffee shop and \$25,000 at a dinnerhouse.

On the unit management level dinnerhouse personnel also did better on

the average than did their equals at the other types of chains.

Unit manager salaries ranged from an average \$20,938 at fast-food chains to \$27,579 at dinnerhouses. For the chief chef's or expeditor's position, the fast-food to dinnerhouse range was

AVERAGE ANNUAL SALARIES: FAST FOOD

(For Selected Field and Unit Management Level Positions)

Field Management Level:	
Regional Vice President	\$42,353
Regional Operations Manager	37,500
Regional Supervisor	33,500
Regional Marketing Manager	32,500
Regional Manager Franchise Operations	37,222
Regional Personnel Manager	27,500
Unit Level:	
General Manager/Unit Manager	20,938
Chief Chef/Expeditor	18,500
First Assistant Manager	15,167
Second Assistant Manager	15,357

Source: Lebhar-Friedman Research

AVERAGE ANNUAL SALARIES: DINNERHOUSES

(For Selected Field and Unit Management Level Positions)

Field Management Level:	
Regional Vice President	\$64,286
Regional Operations Manager	43,334
Regional Supervisor	40,667
Regional Marketing Manager	25,000
Regional Manager Franchise Operations	35,000
Regional Personnel Manager	25,000
Unit Level:	
General Manager/Unit Manager	27,579
Chief Chef/Expeditor	24,400
First Assistant Manager	20,000
Second Assistant Manager	18,929

Source: Lebhar-Friedman Research

AVERAGE ANNUAL SALARIES: FAMILY RESTAURANTS

(For Selected Field and Unit Management Level Positions)

Field Management Level:	
Regional Vice President	\$43,500
Regional Operations Manager	37,500
Regional Supervisor	35,417
Regional Marketing Manager	55,000
Regional Manager Franchise Operations	27,000
Regional Personnel Manager	26,000
Unit Level:	
General Manager/Unit Manager	23,654
Chief Chef/Expeditor	20,000
First Assistant Manager	20,000
Second Assistant Manager	17,728

Source: Lebhar-Friedman Research

from \$18,500 to \$24,400.

The rankings of the salaries at the first and second assistant manager levels were essentially the same—\$20,000—with the highest average salaries reported at the coffee shops and dinnerhouses.

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Dinnerhouse managers receive bigger bonuses

As they did with salaries, dinnerhouse field and unit level managers earned more in bonuses on the average than did managers of fast-food chains.

The most significant difference was at the regional vice president's position, where the average dinnerhouse executive earned more than three times the bonus that the fast-food manager received. The average figures were \$14,750 and \$4,743.

In most cases the figures for family restaurants were statistically insignificant because of a small sample.

The incidence of awarding bonuses was fairly even among field level managers at fast-food chains. For the six different regional positions, the incidence varied only from 57% to 65%.

But at dinnerhouse chains there was a wide variance. The study showed that 89% of dinnerhouse regional operations managers received bonuses, while just 33% of those chains' regional marketing and regional personnel managers got them. For family restaurant chains the range was much narrower than at the dinnerhouses—25% to 43%—but significantly wider than at the fast feeders.

On the unit level dinnerhouse man-

agers tended to receive better average annual bonuses than did their counterparts at the other types of chains. A dinnerhouse unit manager, for example, received a \$5,565 average bonus, while the coffee shop and fast-food managers received \$4,447 and \$3,187, respectively.

For the chief chef's or expeditor's position, however, the trend reversed. The average bonus at the fast-food chain was \$2,000, but at the dinnerhouse it was only \$1,864. A family restaurant's chef averaged \$1,375.

Bonuses were calculated by a variety of methods, with many chains reporting using more than one. No single means of determining a bonus predominated.

At fast-food chains three different techniques were reportedly used with equal frequency. Twenty-two per cent of the chains surveyed based bonuses on merit or performance, per cent of profits and per cent of sales.

Half of all family restaurant bonuses were calculated on the combined basis of merit, 25%, and per cent of profits, 25%. Twenty-two per cent of the chains in that segment used per cent of sales.

Three ways of computing bonuses by dinnerhouses each registered a frequency of 21%—merit or performance,

AVERAGE ANNUAL BONUSES

(For Selected Field and Unit Management Level Positions)

	Fast Food	Family Restaurants	Dinnerhouses
Field Level:			
Regional Vice President	\$4,743		\$14,750
Regional Operations Manager	3,050	\$5,312	9,417
Regional Manager Franchise Operations	3,075		
Regional Supervisor	3,977		6,483
Regional Marketing Manager	2,350		
Regional Personnel Manager	2,000		
Unit Level:			
General Manager Unit Manager	3,187	4,447	5,565
First Assistant Manager	1,521	1,450	2,613
Chief Chef/Expeditor	2,000	1,375	1,864
Second Assistant Manager	1,490	1,109	2,071

Source: Lebharr-Friedman Research

per cent of profits and linkage to gross profit margin maintained.

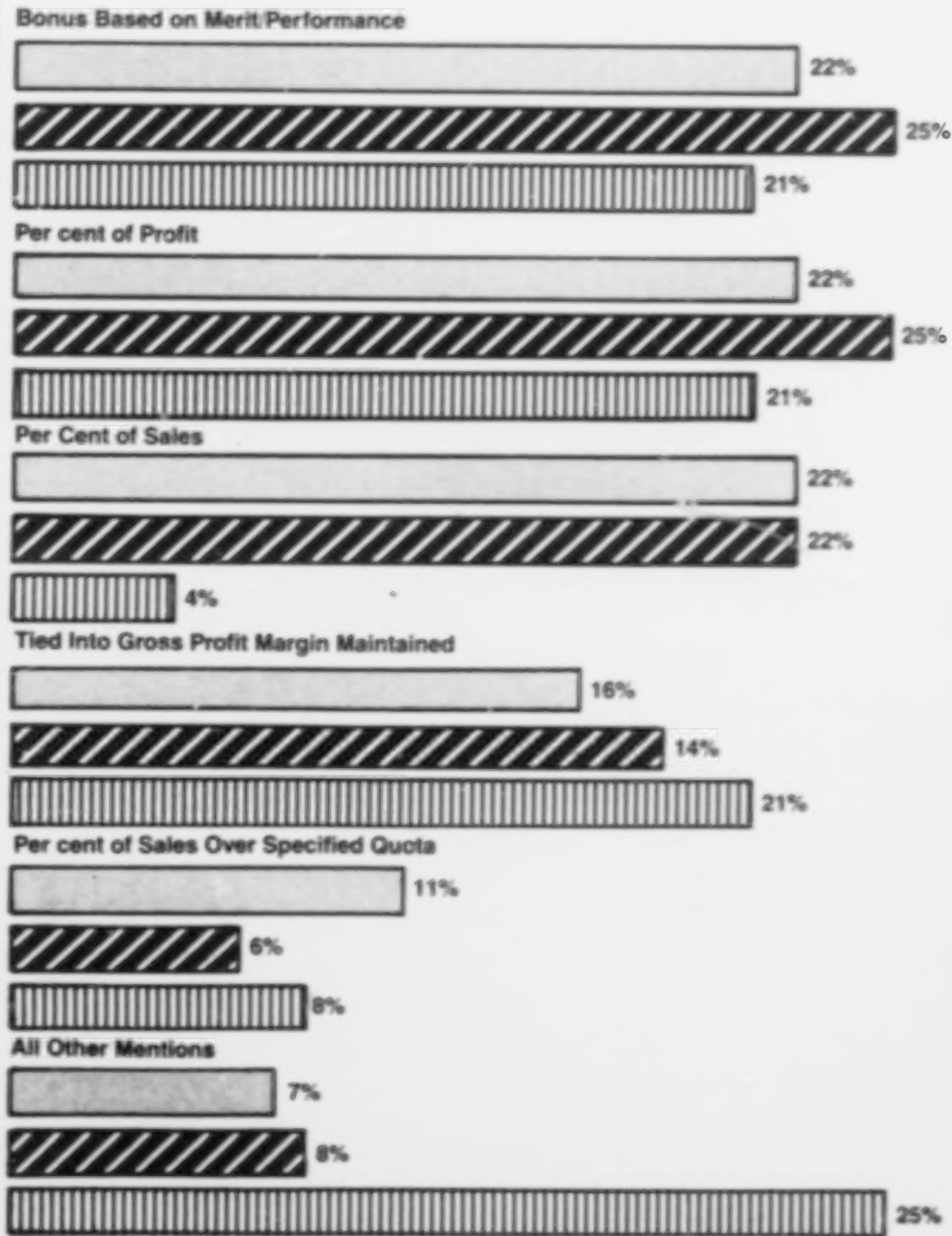
A plan not used much by the chains is per cent of sales over a specified quota. Only 6% of family restaurant chains reported using that means, but 11% of fast feeders said they used it.

Average annual bonuses for dinnerhouse regional operations managers were much higher than for fast-food managers, \$9,417 vs. \$3,050. Regional supervisors of dinnerhouses earned an average \$6,483 annual bonus, while their counterparts at fast-food chains earned \$3,977.

HOW BONUSES ARE CALCULATED

(For Selected Field and Unit Management Level Positions)

- Fast Food*
- Family Restaurants*
- Dinnerhouses*



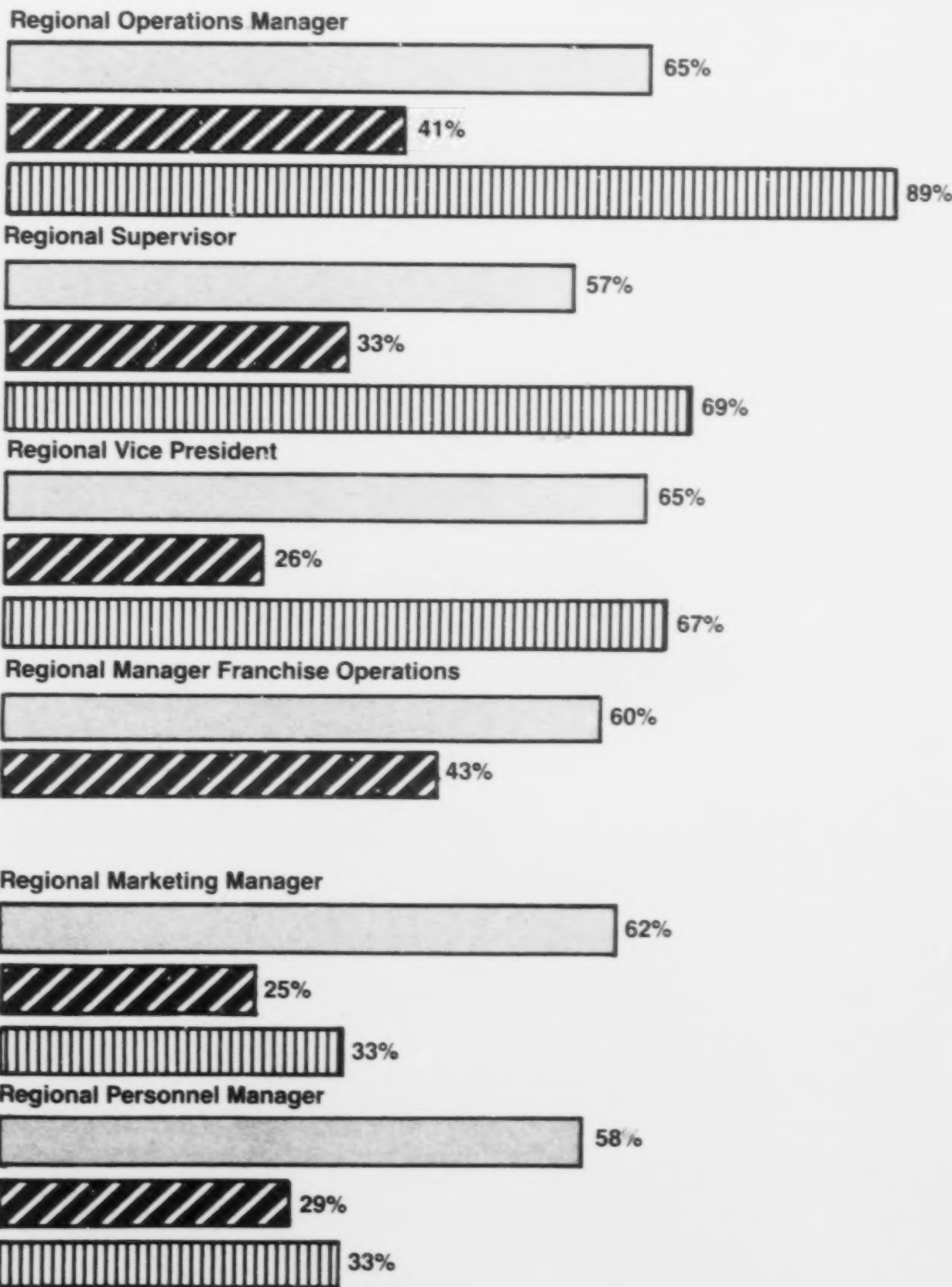
*Adds up to more than 100% due to multiple answers

Source: Lebharr-Friedman Research

INCIDENCE OF AWARDING BONUSES

(For Selected Field and Unit Management Level Positions)

- Fast Food*
- Family Restaurants*
- Dinnerhouses*



*Adds up to more than 100% due to multiple responses

Source: Lebharr-Friedman Research

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Medical fringes standard at chains surveyed

Virtually all fast-food restaurant and dinnerhouse chains surveyed provide their management level employees with major hospital, medical and surgical benefits. But only a third of all chains, at best, offer such financial services as profit sharing or

stock options.

And although almost all chains provide major medical benefits, far fewer offer specific medical plans, such as dental, disability and prescription discounts.

No wide variance is discernible between the types of chains and the medical fringe benefits they provide. The greatest range exists in long-term disability: Only 45% of family restaurants provide it, but 60% of dinnerhouses do. For fast-food chains the figure is 50%.

Of all medical fringes, the one offered by the fewest chains is short-term disability. Less than half of all fast feeders and family restaurants surveyed provided that benefit to employees, and just 52% of dinnerhouses offered it.

Of all the financial services now being made available to employees, the most frequent on the average is profit sharing. Nevertheless, only 30% of dinnerhouses have such a plan, 33% of fast-food chains and 24% of family restaurants.

Stock option or ownership plans received the highest single frequency of all financial services in the survey. Thirty-five per cent of dinnerhouse chains provide them. But the average frequency of that benefit for all segments is lower than profit sharing because just 22% of fast-food chains and 12% of family restaurants offer it.

More than a quarter—27%—of fast-food chains offer management pension plans, but only 18% of dinnerhouses and coffee shops provide that fringe.

Financial services benefits are not

TYPES OF BENEFITS PROVIDED TO EMPLOYEES

(At Management or Higher Level)

	Fast Food	Family Restaurants	Dinnerhouses
Medical:			
Hospital Coverage	100%	98%	100%
Major Medical	100	98	100
Surgical Coverage	98	96	100
Prescription Coverage/Discounts	65	53	55
Dental Plan	52	55	60
Long-term Disability	50	45	60
Short-term Disability	47	49	52
Do Not Provide Medical Benefits		2	
Life Insurance:			
Company-paid Plan	78	72	88
Contributory Plan	17	31	15
Do Not Provide Life Insurance Benefits	12	10	5
Financial Services:			
Profit Sharing	33	24	30
Stock Option/Ownership Plans	22	12	35
Pension Plan	27	18	18
Savings Plans/Investments	18	14	5
Do Not Offer Financial Services Benefits	38	53	40

Source: Lebharr-Friedman Research

provided by 53% of family restaurant chains, 40% of dinnerhouses and 38% of fast feeders.

By far the most prevalent life insurance benefit is the company-paid plan. Eighty-eight per cent of dinnerhouses

offer it, 79% of fast feeders and 72% of family restaurants.

Only 5% of dinnerhouses have no life insurance benefits. Ten per cent of family restaurants and 12% of fast-food chains do not offer that fringe.

Methodology

The wage-and-benefits study conducted by Lebharr-Friedman Research for *Nation's Restaurant News* focuses on field level and unit level management at fast-food, family restaurant or coffee shop and dinnerhouse chains.

A total of 151 telephone interviews were obtained: 60 fast-food, 51 family restaurant and 40 dinnerhouse.

Researchers contacted directors of personnel and human resources, controllers and chief financial officers. Responses were confidential. Most interviews took place between April 19 and May 8 of this year, but some supplemental interviews occurred at later dates.

On the average the median number of full-time employees chainwide for each segment surveyed was as follows: dinnerhouse, 560; family restaurant, 300, and fast-food, 100.

On the average, the survey showed, payroll costs absorbed about 24.4% of chain restaurant revenue last year. For dinnerhouses it was 26.7%; for family restaurants, 24.8%, and for fast feeders, 22.4%.

FLASHBACK: 1970

Greyhound succeeded in acquiring Armour despite bar

By Howard Riell

The Justice Department was insisting Greyhound be barred from acquiring Armour & Co. because of a 50-year-old consent decree reported in *Nation's Restaurant News* 15 years ago this week, July 6, 1970.

Back in the trust-busting days, Armour and several other meat packers had signed the decree barring them from buying into certain nonmeat businesses, including fish, bread and vegetables.

The department's argument was that if Armour could not move into those areas, then a company like Greyhound already handling those items should be barred from acquiring it. Greyhound issued a statement declaring that it "would take whatever action is necessary" to acquire Armour—including a sale of its food operations. Greyhound did eventually buy Armour but sold it to Nebraska-based ConAgra last December.

ALSO THAT WEEK:

- California's senate passed the nation's first **Franchise Investment Law**, designed to regulate the sale of franchises. The measure required all franchisors to register with the state's Department of Corporations before selling any franchises in the state. Experts noted at the time that the so-called full disclosure law would have little bearing on established franchisors but might curb formation of many new franchised chains.
- American Home Foods, which

owned the Boy-ar-dee packaged-foods company, joined with Murray and Irving Reise of the Childs chain of coffee shops and opened a pilot **Chef Boy-ar-dee Trattoria** in New York. The Reise brothers would provide the food-service know-how, but American Home would control the company formed to run the venture, AH-R Inc. Chef Hector Boiardi, who died two weeks ago, was on hand for the opening.

- A trademark fight was brewing after the opening of a new hamburger house called "**mini White Kastle**," which served tiny 14¢ hamburgers. The then-142-unit White Castle called it a rip-off, but Stewart Hoffenberg, one of the new chain's owners, noted that "my name is registered under 'mini White Kastle,' spelled with a K. It's in no way tied to White Castle." He did concede, though, that "it's the same operation, true."

- Management of the **Chinese Castle** restaurant in Philadelphia admitted providing one menu for white patrons and another, more expensive one for blacks. The city's Commission on Human Rights said the restaurant provided an a la carte menu for blacks, while white patrons received a dinner menu.

- Paralyzed by lack of funds, **Alice's Restaurant Inc.**, the New York company that boasted nationwide franchise "presale" on the success of its movie namesake, was up for sale. The much-publicized franchises had stopped being sold; the much-publicized namesake, Alice Brock, had dropped out of the company.



What's in a name? This "mini White Kastle" had moniker trouble with the 142-unit White Castle in 1970.

Labeling plan considered

(Continued from page 1)

associated with the ingredients in fast foods makes the disclosure of those ingredients imperative."

According to the center, "hundreds of thousands of Americans are allergic to fast-food ingredients, such as FD&C Yellow Dye No. 5 and corn-based sweeteners," and "many others need to avoid certain ingredients, such as animal fats and coconut and palm oils," which are used widely in fast-food restaurants.

"Ingredient disclosure is the only device that can enable these consumers to safely eat fast foods," the petitions maintained.

In addition to raising health concerns about fast-food items, the center charged that the failure of such chains as McDonald's and Burger King to disclose the ingredients used in their menu selections "constitutes economic deception" of consumers.

Arguing that restaurant patrons "have a basic right to know" what they are being served, officials at the center maintained that "the failure to disclose fast-food ingredients leaves consumers completely in the dark as to the composition of these products."

Specifically, the petition charged that without federally mandated ingredient labeling the public might be deceived into believing that fast-food selections containing such additives as MSG, sac-

charin, aspartame and chemical preservatives are "naturally flavored, naturally colored or additive-free."

THE LABELING petitions, which the center filed in cooperation with the American College of Allergists and the New York State Consumer Protection Board, drew an immediate and chilly response.

"Proposals to require mandatory labeling on packaged fast food are not in the best interest of the consumer," National Restaurant Association president Ted Balestreri said.

Charging that CSPI's plan would create "undue anxiety for all restaurant patrons," he said that "listing a lot of technical terms that are unfamiliar to the vast majority of consumers creates a specter of fear without any reason for it."

Although FDA and USDA officials were still studying the petitions at presstime, indications are that a final decision on whether to grant the center's request will hinge in part on this question: Do the two Federal agencies have the authority to require ingredient labeling for restaurant foods?

A similar proposal to mandate ingredient disclosures on fast-food items came under serious consideration during the Carter Administration. But after years of study, FDA, USDA and Federal Trade Commission officials decided against any new Federal in-

redient disclosure requirements for fast foods in 1979.

In reviving the controversy over fast-food ingredient labeling, officials at the consumer group noted that both the Federal Food, Drug & Cosmetic Act and the Federal Meat and Poultry Products Inspection acts require the disclosure of ingredients.

THE TWO agencies have "historically chosen not to enforce" those provisions "against foods served in restaurants because ingredients could change on an almost daily basis and no 'label' . . . existed for most restaurant foods," the center noted.

But "with the advent of nationwide chains of franchise fast-food restaurants in the 1950's and 1960's, the manner in which much restaurant food is prepared and served has drastically changed."

Each fast-food establishment "is now akin to a small, decentralized food-manufacturing facility," the "composition of the products is highly standardized" and "most, if not all, foods are served in wrappers that could easily accommodate ingredient information."

In its petition to the Food and Drug Administration, the center said that "any doubt over whether FDA has jurisdiction over fast-food labels was resolved when FDA stated" in 1979 that "present legal authority would be adequate to extend ingredient labeling to those restaurant foods that come in 'containers' or that have 'wrappers.'"

its seafood and chowder house concept.

Perlyn, an attorney and a former president of Lum's restaurants, and Alan J. Goldberg, an attorney and real-estate development and management company president, founded CulCon Systems Inc. in 1983. Goldberg is chairman.

Other CulCon stockholders include John Y. Brown, former Governor of Kentucky and past head of Kentucky Fried Chicken; Frank Carney, Pizza Hut founder and chairman of Flakey Jake's;

were schlock at \$50 a case, this tariff would be the death knell," the same West Coast distributor observed. "But since it's mostly a quality product and inexpensive [current prices hover around 70¢ per pound], it probably won't affect sales."

Joseph M. Lichtenberg, president of the National Pasta Association, agreed that sales to restaurants would remain largely unchanged. But he also pointed out that "the vast majority of imported pasta finds its way into the retail market, not into the food-service industry."

He said he thought sales in the retail section would drop once the tariff goes into effect on July 4. "Domestic pasta producers are calling it 'Independence Day,'" he quipped.

"The White House made a very significant statement to them [European producers]," noted Lichtenberg. "Now we're just waiting to see what they will do."

Peoples in Chapter 11

(Continued from page 1)

erates 24 restaurants, down from 52 as recently as last October.

Thomas Heironimus, Peoples' chairman and chief executive, said he was optimistic about the chances of restructuring the chain. "I think we still have something of value here," he declared. "The real value of this company was its net loss carryforward position. It's my job to preserve the \$40 million tax loss and move the company ahead."

Meanwhile Studebaker's franchise option agreement with Peoples allowed the 24-unit Dallas-based casual-restaurant chain to "back out" within 30 days if Peoples failed to raise the refinancing capital necessary to become solvent. That option expired July 1.

"As far as we're concerned, we'll just sell the five territories Peoples optioned for franchising but didn't own," said Abbott Estrin, Studebaker's vice president and director of franchises and real estate.

CAPT. CRAB, on the other hand, followed through on its conversion agreement with Peoples, taking over the lease of an existing Peoples in Atlanta and changing it to a Crab House seafood restaurant.

Robert Galentine, Capt. Crab president, is reportedly negotiating with Heironimus to abolish a \$435,000 agreement that gave Peoples the exclusive rights to convert, develop and operate Crab House full-services, sit-down restaurants.

—Ken Frydman

Hipp, May take over

(Continued from page 1)

inson veteran, will reportedly leave shortly to become president of a one-unit fast-food bakery operation here called T. J. Cinamon's.

Gilbert/Robinson's new Houlihan's casual-dining division contains only one concept—the 50-unit Houlihan's. The specialty restaurant group now consists of Gilbert/Robinson's 30 other units, including six Bristol seafood sites, one Fedora's in Kansas City and several Devon, Bristol, Charley's Place and Che-

quers Bar and Grills.

"The two separate Gilbert/Robinson divisions were created in order for the company to accelerate its growth in each and to focus upon special trends and opportunities as they relate to each concept's market," said Anwar Soliman, a Grace executive vice president and head of the company's restaurant group.

Hill had long opposed W. R. Grace's growth plan for Houlihan's, but that had nothing to do with his decision to resign, according to Hipp.

Skipper's backs Zackly's

(Continued from page 3)

There are now four Zackly's and two CulCon-run Uno's, all in Florida. Plans call for the development of 10 more Zackly's and three additional Uno's by the end of 1986, Stone said.

Both concepts, he explained, generate per-unit average annual sales of \$1.2 million to \$1.4 million, utilize buildings of about 5,500 sq. ft. and have start-up costs of \$900,000 to \$950,000 per unit

for the building, land and equipment.

CulCon has not yet franchised Zackly's, but Stone said the concept would be "heavily franchised" later. He noted there is a good chance the first franchised unit would be in Oregon.

Stone explained that Skipper's association with CulCon would permit it to test consumer reaction to a variety of products without "polluting"

voiced some concern regarding price increases. Nevertheless, he said that "we're not pushing the panic button yet. We'll probably absorb the increase—at least initially."

In fact, the higher prices caused by the White House's new tariffs may not be so high as anticipated. According to food distributors on both the East and West Coasts, an operator using 20 lb. to 30 lb. of imported pasta a week could find himself paying about \$2 to \$3 a week more per July 4—or about 10¢ more per pound.

And as one West Coast distributor explained it, the new prices probably will not take effect for six to eight weeks after that date because of existing supplies of pasta already in this country.

Distributors are not expecting any drop in the sales of imported pasta to the food-service industry, either. "If it

Stanley Bressler, chairman of Bressler's Ice Cream, and Peter Moser, chairman of Creative Restaurants Inc.

Perlyn, who was traveling, could not be reached for direct comment on the agreement with Skipper's, but he said in a written statement: "We feel Zackly's and Uno's are ready for a combination of company and franchise expansion. The agreement with Skipper's will guarantee the necessary capital. Gene Stone and I have known each other for a long time, and we have similar

management philosophies.

Zackly's, like the Po' Folks and Black Eyed Pea chains, offers fried chicken and fish, country-fried steaks, grits, gravy and biscuits, home-fried and mashed potatoes, cornbread, Southern-style vegetables and red beans and rice via a full-service format. In response to consumer demands for more healthful foods, the chain also serves broiled chicken, vegetable plates, salads, whole grain buns and a breast of chicken sandwich.

Pasta prices to increase

(Continued from page 3)

use the imported in all chilled pasta salads because it holds up better than homemade," Ahern explained. "We also use it in two hot dishes we serve in the café."

Approximately half—70 to 80 lb. a week—of all pasta served at Bacco's in Waterbury, Conn., is imported. The remaining half is made from scratch.

Bob Parr, director of marketing for the 21-unit Old Spaghetti Factory, said his chain uses approximately 85% domestic and 15% imported pastas. "For about one and a half years we used homemade pasta for certain specialty products," he explained. "But recently we switched over to imported pasta."

Since the Old Spaghetti Factory uses approximately 3,500 lb. of imported pasta weekly systemwide, Parr

Industry backs alien bill

(Continued from page 2)

reform but also to avoid the substantial presumption which would be invoked against those employers who fail to keep records and who are later found to have hired undocumented aliens unknowingly," Evans said.

Although Evans testified on behalf of the U.S. Chamber of Commerce, N.R.A. Government Relations chief Ron Sarasin told NRN that his endorsement of the revised Simpson Bill also reflects the National Restaurant Association's position.

In endorsing the bill, both NRA and the chamber nevertheless expressed misgivings about certain provisions in the legislation.

One section of the bill authorizing individuals and organizations to request Federal investigations of employers

suspected of hiring illegal aliens "could raise substantial concerns for the business community if appropriate limitations" are not placed on those probes, Evans warned Congress.

Evans also raised philosophical objections to the bill's imposition of penalties on employers without corresponding sanctions on illegal aliens themselves.

"We believe that penalties and responsibilities of immigration laws should be shared by the undocumented, knowing violator of our nation's existing immigration laws," he told the committee. "After all, what we need is an immigration policy which establishes a sufficient level of control—while maintaining maximum economic and political liberty—so as to deter would-be violators of the immigration law."

FINANCIAL NEWS

NRN Stock Index slips while Dow hits all-time high

NEW YORK — Despite record closings on broader indexes, the *Nation's Restaurant News* Food-Service Operators Index slipped for the third consecutive week, closing the week ended June 28 at 129.3, a 0.3-point decline.

The Dow Jones Industrial Average, meanwhile, closed the week at a record 1,335.46, finishing 10.98

points higher than it did for the previous week. Analysts said investors were encouraged by attempts by Congress to resolve the budget deadlock and the Commerce Department's announcement that leading economic indicators rose 0.7% in May.

Issues advancing in price on *NRN's* complete, 116-stock listing,

which includes lodging and diversified companies, outnumbered the decliners, 58 to 31, with 27 unchanged in price. But issues trading at lower volume than the previous 12-week average beat out the more active issues, 60 to 53, with three unchanged.

Swensen's led the percentage price gainers in the week, up \$1.25, to close at \$2.75, an 83.3% increase. Swen-

sen's reacquired 2.4 million shares of its stock in a deal in which ownership of two manufacturing plants was transferred to Foremost Dairies.

Fresher Cooker and Peoples Restaurants were the biggest percentage price decliners in the week, down 40% each. Both companies have filed for creditor protection under Chapter 11 in recent weeks.

VOLUME TREND LEADERS

(Volume Trend Change, in %)

Hungry Tiger	M	268.8	AM Food Svcs	M	165.9
Ritzys G D	M	252.7	Peo Restaurants	M	165.8
Hamborg Hamlet	O	227.8	Consol Prods	M	139.5
Swensen's Inc	O	200.0	Churchs Fr Ch	N	134.0
Kapok Cp	A	168.6	Frisch's	A	123.3

TOP TEN GAINERS

(Weekly Price Change, in %)

Swensen's Inc	O	83.3	Vie de France	M	12.5
Rst Mgmt	M	16.4	Fuddrucker's Inc	M	12.0
Natl Pizza	M	16.3	Lifestyle Rest	A	11.8
Kapok Cp	A	15.4	Chi-Chi's	M	11.5
Sandwich Chef	M	14.8	Ramada Inns	N	11.1

TOP TEN LOSERS

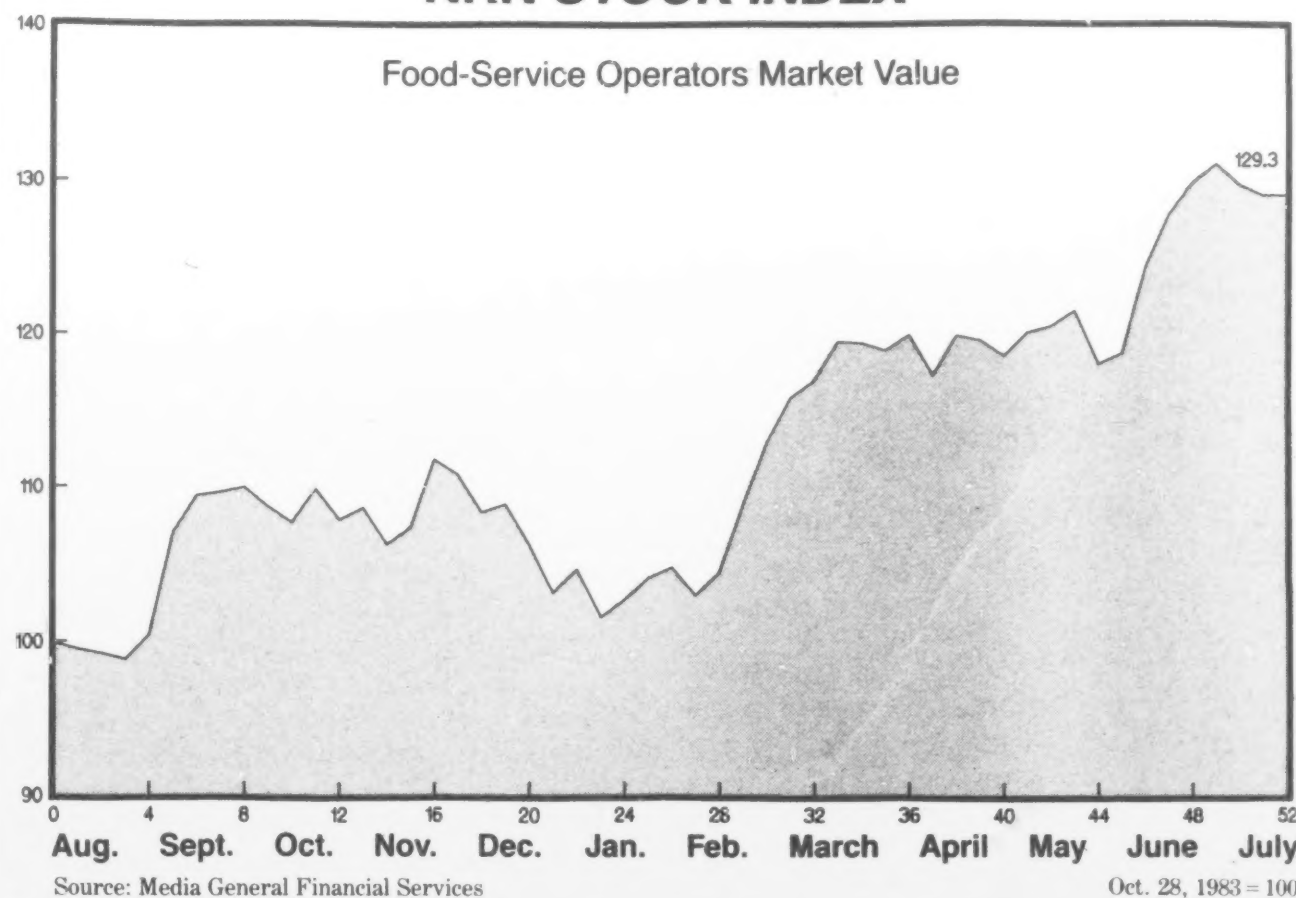
(Weekly Price Change, in %)

Peo Restaurants	M	-40.0	Ritzys G D	M	-10.5
Fresher Cooker	O	-40.0	Winners Cp	N	-9.3
Stuff Yer Face	O	-22.7	Taco Viva	M	-8.5
DLites Of Amer	M	-12.4	Brock Hotel Cp	N	-8.0
SIS Cp	O	-11.1	Assoc Hosts	M	-7.2

Company and Market	Stock Market										Financial Update																			
	Price						Volume				P/E Ratio	Indicated Divd. Rate		Latest Report			Latest Quarter						Year-to-Date							
	6-28-85		Weekly Change		52-Week Range		Weekly Shares Traded		12-Week Avg. Vol.	Volume Trend		New Report	Period Ended	Revenue		Net Income		EPS		Revenue		Net Income		EPS						
	Close	Amt.	Pct.	High	Low	High	Low	Total	% Out	% Chg				% Chg	Amt.	Yld.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.				
	\$	\$	%	\$	\$	\$	\$	(100)	%	%	%	%	\$	%			\$M	%	\$M	%	\$	%	\$M	%	\$M	%	\$	%		
Food-Service Operators																														
AM Food Svcs	M	6.50	.63	10.6	6.50	5.38	7.13	3.50	806	2.26	.85	165.9	19.7	.00	.0		3 mos.	03-85	7.9	23.4	.3	.0	.08	14.3	7.9	23.4	.3	.0	.08	14.3
Acapulco Rests	M	4.75	.25	5.6	4.75	4.25	5.38	3.50	63	.25	.74	-66.2	33.9	.00	.0		6 mos.	04-85	10.4	1055.6	.1	-80.0	.05	-75.0	19.9	114.0	.0	-100.0	.02	-84.6
Am Restaurants	O	3.75	.00	.0	4.00	3.75	6.00	2.38	8	.03	.33	-90.9	75.0	.00	.0		3 mos.	04-85	4.7	4.4	.0	-100.0	(.01)	-100.0	4.7	4.4	.0	-100.0	(.01)	-100.0
Assoc Hosts	M	11.25	-.88	-7.2	12.00	11.00	17.13	10.88	618	1.40	1.95	-28.2	15.2	.12	1.1		6 mos.	03-85	22.9	-5.8	.7	-36.4	.16	-36.0	45.4	-3.6	1.4	-26.3	.32	-25.6
Benihana Natl	M	20.00	1.00	5.3	20.13	18.13	21.75	10.75	1,563	5.37	5.17	3.9	18.7	.00	.0		fiscal	03-85	27.3	228.9	1.3	85.7	.45	50.0	67.0	238.4	3.1	121.4	1.07	91.1
Bob Evans Farms	M	21.25	-.25	-1.2	21.50	20.75	21.50	14.75	990	.61	.73	-16.4	19.1	.30	1.4		fiscal	04-85	56.7	10.3	4.4	12.8	.27	12.5	227.7	12.9	18.1	12.4	1.11	13.3
Calore Cp	M	2.50	.13	5.3	2.75	2.38	5.13	.63	217	.72	.57	26.3	NE	.00	.0		6 mos.	01-85	3.6	2.9	(1.1)	NE	(.38)	NE	7.1	6.0	(1.8)	NE	(.60)	NE
Cafay Food	M	13.50	-1.13	9.1	13.50	12.25	13.50	8.13	891	1.97	2.08	-5.3	19.9	.16	1.2		fiscal	02-85	15.7	18.0	.8	60.0	.18	63.6	54.3	24.5	3.1	47.6	.68	30.8
Capit Crab	M	1.88	.06	3.4	1.94	1.31	2.88	1.31	1,652	1.08	1.39	-22.3	NE	.00	.0		6 mos.	02-85	1.7	240.0	(.5)	NE	(.04)	NE	3.3	200.0	(1.1)	NE	(.08)	NE
Carrots Cp	N	8.50	-.25	-2.9	8.88	8.50	11.50	7.88	311	.40	.68	-41.2	11.5	.07	.8		9 mos.	02-85	34.6	19.3	.9	80.0	.12	50.0	109.2	20.7	4.8	41.2	.62	10.7
Chels Intl	O	.69	.00	.0	0.81	0.69	1.06	.38	1,076	.56	.47	19.1	NE	.00	.0		fiscal	01-85	4.0	-18.4	(1.8)	NE	(.09)	NE	20.9	-4.1	(2.7)	NE	(.14)	NE
Chi-Chi's	M	12.13	1.25	11.5	12.25	10.75	18.00	9.38	8,281	3.07	2.68	14.6	19.2	.00	.0		9 mos.	01-85	51.7	16.2	2.6	-40.9	.10	-28.6	149.2	27.3	12.1	-2.4	.45	-6.3
Chili's Inc	M	28.13	2.00	7.7	28.63	26.13	28.88	13.50	1,063	2.29	2.43	-5.8	36.5	.00	.0		9 mos.	03-85	17.3	66.3	.8	100.0	.17	112.5	48.3	57.3	2.7	125.0	.58	87.1
Churchs Fr Ch	N	17.88	.13	.7	18.00	17.13	20.25	12.75	13,225	3.51	1.50	134.0	15.4	.44	2.5		3 mos.	03-85	116.3	11.4	7.9	17.9	.21	16.7	116.3	11.4	7.9	17.9	.21	16.7
Collins Foods	N	24.13	.63	2.7	24.50	23.50	24.50	11.75	1,153	.88	.83	6.0	17.5	.16	.7		fiscal	04-85	124.0	18.9	4.4	22.2	.33	22.2	468.6	19.1	18.3	18.8	1.38	16.9
Concept Dev	M	11.88	-.25	-2.1	12.00	11.25	16.75	5.75	4,966	9.60	4.87	97.1	NE	.00a	.0		9 mos.	03-85	28.1	212.2	(1.2)	-100.0	(.23)	-100.0	30.2	9.4	(1.2)	-100.0	(.23)	-100.0
Consol Prods	M	4.25	.25	6.3	4.25	4.00	5.88	4.00	300	.91	.38	139.5	12.9	.08	1.9		6 mos.	03-85	18.6	-4.6	.0	NC	(.02)	NC	33.8	-3.4	.3	-25.0	.08	-20.0
Consol Restaurant	M	3.88	.25	6.9	4.00	3.50	12.50	3.38	1,979	4.35	2.32	87.5	NE	.00	.0		9 mos.	02-85	21.0	32.1	(3.3)	-100.0	(.72)	-100.0	63.0	32.6	(3.7)	-100.0	(.82)	-100.0
Cracker Barrel	M	14.00	.25	1.8	14.25	13.00	23.50	11.75	290	.81	1.33	-39.1	19.4	.14	1.0		9 mos.	04-85	16.0	16.8	.3	-40.0	.07	-61.1	46.8	18.2	.9	-35.7	.26	-50.0
Cucos Inc	O	4.75	.25	5.6	5.00	4.50	5.75	2.75	68	.39	.23	69.6	36.5	.00	.0		6 mos.	12-84	1.5	87.5	.1	NC	.04	.0	3.2	113.3	.1	.0	.07	.0
Diversifoods	M	11.38	.00	.0	11.50	11.25	14.63	8.00	4,336	1.29	6.85	-81.2	27.7	.34	3.0		3 mos.	03-85	128.2	2.0	1.3	-76.8	.04	-76.5	128.2	2.0	1.3	-76.8	.04	-76.5
DLites Of Amer	M	9.75	-1.38	-12.4	11.13	9.00	15.50	9.00	2,579	5.07	3.05	66.2	75.0	.00	.0		fiscal	03-85	4.0	185.7	.2	NC	.04	100.0	11.5	98.3	.5	150.0	.13	44.4
Dunkin Donuts	M	23.13	-.63	-2.6	23.38	22.88	23.88	13.59	1,287	1.80	2.22	-18.9	17.1	.24	1.0		6 mos.	04-85	.7	-96.8	2.8	16.7	.38	15.2	24.7	-41.3	5.4	14.9	.74	15.6
El Chico	M	11.50	-.13	-1.1	11.63	11.25	11.75	7.25	974	2.09	1.83	14.2	14.7	.00	.0		9 mos.	02-85	20.6	6.7	.9	.0	.19	-5.0	61.8	7.1	2.7	.0	.58	-3.3
El Pollo Asa	O	5.25	.16	3.1	5.88	5.25	6.34	1.84	954	3.77	3.70	1.9	NE	.00	.0		fiscal	03-85	.7	250.0	.0	NE	.01	NE	2.5	212.5	(.5)	NE	(.26)	NE
El Torito Rest	N	17.88	.13	.7	18.50	17.75	19.25	9.75	1,259	1.14	.87	31.0	17.5	.00	.0		3 mos.	03-85	65.4	11.8	2.2	37.5	.19	35.7	65.4	11.8	2.2	37.5	.19	35.7
Fast Food Oper	O	.69	.00	.0	0.75	0.69	1.63	.63	111	.19	.40	-52.5	22.9	.00	.0		fiscal	12-84	2.0	25.0	.0	-100.0	.00	-100.0	8.0	31.1	.2	-33.3	.03	-50.0
Failey Jakes	M	5.13	-.38	-6.8	5.50	4.88	8.50	4.88	1,855	2.68	1.95	37.4	NE	.00	.0		3 mos.	03-85	5.3	253.3	(.5)	NE	(.07)	NE	5.3	253.3	(.5)	NE	(.07)	NE
Folk's Rest	O	2.50	.00	.0	3.50	2.50	7.38	2.50	1	.01	.26	-96.2	NE	.00	.0		3 mos.	03-85	1.7	88.9	(.3)	NC	(.18)	-100.0	1.7	88.9	(.3)	NC	(.18)	-100.0
Fresher Cooker	O	.38	-.25	-40.0	0.63	0.38	6.75	.25	157	.70	1.06	-34.0	NE	.00	.0		fiscal	12-84	.9	50.0	(3.3)	NE	(.52)	NE	3.6	50.0	(2.2)	NE	(1.08)	NE
Frisch's	A	25.50	.88	3.6	25.50	24.50	25.50	13.50	293	.67	.30	123.3	21.6	.22	.9		9 mos.	02-85	27.2	3.0	.4	33.3	.10	25.0	96.8	5.7	3.3	10.0	.76	10.1
Fuddrucker's Inc	M	7.00	.75	12.0	7.00	6.13	15.13	6.00	1,713	2.63	4.20	-37.4	NM	.00	.0		3 mos.	03-85	10.1	146.3	.1	NE	.02	NE	10.1	146.3	.1	NE	.02	NE
Garcias Scot	M	2.63	.00	.0	2.81	2.50	5.13	1.63	327	.55	1.50	-63.3	NE	.00	.0		3 mos.	03-85	16.3	-4.7	.4	NE	.07	NE	16.3	-4.7	.4	NE	.07	NE
Good Taco	O	.69	.00	.0	0.75	0.63	3.25	.25	85	.29	1.33	-78.2	NE	.00	.0		9 mos.	11-84	.2	100.0	(.5)	NE	(.20)	NE	1.0	150.0	(1.1)	NE	(.44)	NE
Hamborg Hamlet	O	15.00	.50	3.4	15.50	14.50	15.25	10.50	85	1.18	.36	227.8	8.1	.00	.0		9 mos.	12-84	9.4	6.8	.3	.0	.39	-11.4	28.7	9.5	1.1	83.3	1.56	81.4
Hungry Tiger	M	4.50	-.13	-2.7	4.63	4.25	6.50	3.63	1,327	4.61	1.25	268.8	NE	.00	.0		6 mos.	02-85	14.5	-8.8	(.4)	-100.0	(.12)	-100.0	28.9	-6.8	(.5)	-100.0	(.16)	-100.0
Intl Dairy Queen	O	52.00	1.00	2.0	54.50	51.50	52.00	39.00	28	.14	.10	40.0	14.3	.00	.0		3 mos.	02-85	27.2	2.2	.8	14.3	.38	18.8	27.2	-2.2	.8	14.3	.38	18.8
Intl King Tab	M	18.50	-.25	-1.3	18.75	18.25	24.75	13.41	654	2.28	3.02	-24.5	13.2	.00a	.0		9 mos.	03-85	24.3	1.7	1.5	25.0	.48	14.3	61.7	3.9	3.3	17.9	1.11	13.3
JB's Rest	M	14.13	.00	.0	14.50	14.00	15.50	7.84	1,546	4.42	5.72	-22.7	17.7	.16	1.1		6 mos.	03-85	18.0	35.3	.3	.0	.07	-22.2	36.7	38.5	.9	.0	.24	-4.0
Jerico Inc	M	20.88	.75	3.7	20.88	20.25	21.50	13.50	2,250	1.43	3.64	-60.7	15.3	.12	.6		9 mos.	03-85	122.3	.2	4.3	-4.4	.27	-6.9	377.6	5.6	14.7	8.9	.93	8.1
Kapok Cp	A	3.75	.50	15.4	4.00	3.38	4.00	1.13	1,168	5.21	1.94	168.6	5.9	.00	.0		3 mos.	12-84	5.2	15.6	3.9	NE	1.67	NE	5.2	15.6	3.9	NE	1.67	NE
Karcher Carl	M	14.63	.75	5.4	14.88	13.75	29.63	13.50	1,149	1.62	2.08	-22.1	8.9	.00	.0		fiscal	01-85	75.3	8.2	1.4	-33.3	.20	-28.6	331.4	14.4	11.6	.9	1.64	1.2
Kelly-Johnston	M	.3																												

FINANCIAL NEWS

NRN STOCK INDEX



NRN STOCK INDEX VS. DOW JONES INDEX



Company and Market	Stock Market												Financial Update																	
	Price								Volume				P/E	Indicated		Latest Report			Latest Quarter						Year-to-Date					
	6-28-85		Weekly Change		Weekly Range		52-Week Range		Weekly Shares Traded		12-Week Avg. Vol.	Trend		Divd. Rate	New Report	Period	Date Ended	Revenue		Net Income		E.P.S.		Revenue		Net Income		E.P.S.		
	Close		Amt.	Pct.	High	Low	High	Low	Total	% Out	As % Out	Change						Amt.	Yld.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.
	\$		%	\$	\$	\$	\$	(100)	%	%	%	Change	Ratio	\$	%	-	-	-	\$M	%	\$M	%	\$	%	\$M	%	\$M	%	\$	%
Pizza Inn	A	8.13	.13	1.6	8.25	7.50	12.75	6.88	245	.81	.87	- 6.9	27.1	.08	1.0		3 mos.	03-85	47.7	24.2	.1	- 87.5	.04	- 84.6	47.7	24.2	.1	- 87.5	.04	- 84.6
Po-Folks	M	11.25	.88	8.4	11.25	10.13	16.63	8.75	278	.63	.66	- 4.5	16.1	.00	.0		6 mos.	03-85	30.2	30.2	.2	.0	.03	- 40.0	60.5	30.1	.8	- 20.0	.18	- 21.7
Ponderosa Sys	N	10.88	-.13	- 1.1	11.38	10.88	21.50	10.75	3,011	3.13	2.11	48.3	24.2	.40	3.7		3 mos.	05-85	117.2	- 1.3	.8	- 82.2	.08	- 85.5	117.2	- 1.3	.8	- 82.2	.08	- 85.5
Primo Inc	O	1.63	-.13	- 7.1	1.75	1.63	4.63	1.63	75	.22	.70	- 68.6	NE	.00	.0		6 mos.	03-85	.8	- 20.0	.1	.0	.03	.0	1.8	- 10.0	.2	.0	.07	16.7
RAX Restaurants	M	8.00	.00	.0	8.50	8.00	16.38	7.50	461	.68	.77	- 11.7	19.5	.00	.0		6 mos.	01-85	24.9	18.0	(.6)	- 100.0	(.08)	- 100.0	54.2	22.6	.3	- 85.0	.05	- 84.4
Rest Assoc	A	8.50	.25	3.0	8.50	7.88	8.88	5.38	258	.91	.58	56.9	15.5	.00	.0		fiscal	12-84	57.3	61.0	.5	- 44.4	.20	- 47.4	155.1	9.9	1.5	- 31.8	.55	- 37.5
Rest Mgmt	M	19.50	2.75	16.4	19.75	16.75	19.50	9.00	469	2.95	1.80	63.9	20.5	.09	.5		6 mos.	04-85	8.3	25.8	.5	66.7	.24	14.3	18.2	37.9	1.0	42.9	.52	20.9
Rest Systems	M	15.25	.00	.0	15.50	14.50	16.50	11.00	358	1.55	1.11	39.6	16.8	.00	.0		3 mos.	03-85	10.5	1.0	.5	.0	.23	9.5	10.5	1.0	.5	.0	.23	9.5
Ritzys G D	M	2.13	-.25	- 10.5	2.38	2.13	7.00	1.75	1,352	2.61	.74	252.7	NE	.00	.0		3 mos.	03-85	3.0	7.1	(.7)	NE	(.13)	NE	3.0	7.1	(.7)	NE	(.13)	NE
Rusty Pelican	M	16.88	-.13	-.7	17.13	16.88	18.25	11.00	142	.50	.70	- 28.6	22.8	.00	.0		9 mos.	04-85	13.0	39.8	.6	20.0	.24	- 4.0	34.5	40.2	1.1	.0	.42	- 20.8
Ryan's Fam	M	17.00	.00	.0	17.00	16.50	19.25	11.34	239	.34	1.55	- 78.1	30.9	.00	.0		3 mos.	03-85	10.5	56.7	1.1	37.5	.16	33.3	10.5	56.7	1.1	37.5	.16	33.3
Saga Corp	N	27.13	.38	1.4	27.13	26.25	35.50	24.50	1,937	1.48	1.33	11.3	10.9	.52	1.9		9 mos.	03-85	327.3	15.2	7.6	- 7.3	.57	- 8.1	930.0	12.7	27.0	9.8	2.02	5.2
Sandwich Chef	M	8.75	1.13	14.8	8.75	7.63	9.00	6.75	186	1.47	.67	119.4	15.4	.00	.0		9 mos.	03-85	7.2	9.1	.2	.0	.13	- 23.5	21.2	12.2	.5	.0	.40	5.3
Sea Galley	M	8.50	-.13	- 1.4	8.88	8.50	10.13	6.50	476	1.30	2.21	- 41.2	4.0	.00	.0		3 mos.	03-85	14.6	- 8.8	2.0	42.9	.57	58.3	14.6	- 8.8	2.0	42.9	.57	58.3
Shoney's Inc	M	30.13	-.13	-.4	30.88	30.00	31.88	19.50	2,878	1.01	.99	2.0	25.3	.15	.5		6 mos.	04-85	129.6	15.0	8.9	23.6	.31	19.2	279.6	15.4	17.2	25.5	.60	20.0
Shoney's South	M	12.63	-.50	- 3.8	13.00	12.50	16.59	12.50	470	.84	1.20	- 30.0	11.9	.00	.0		3 mos.	03-85	50.3	8.2	.9	- 52.6	.15	- 55.9	50.3	8.2	.9	- 52.6	.15	- 55.9
SIS Cp	O	4.00	-.50	- 11.1	4.75	4.00	6.75	3.25	15	.10	.37	- 73.0	NE	.00	.0		3 mos.	03-85	2.5	78.6	(.1)	NE	(.09)	NE	2.5	78.6	(.1)	NE	(.09)	NE
Sizzler Rest Intl	M	24.00	1.00	4.3	24.00	22.75	24.00	12.00	427	.63	1.00	- 37.0	16.6	.00	.0		fiscal	04-85	42.6	13.0	2.9	16.0	.42	16.7	159.5	11.9	9.9	23.8	1.45	23.9
Skippers	M	10.38	.13	1.2	10.38	10.00	12.50	8.00	179	.66	1.07	- 38.3	11.5	.06	.6		3 mos.	03-85	15.4	14.9	.5	.0	.17	- 15.0	15.4	14.9	.5	.0	.17	- 15.0
So Hospitality	M	5.25	.25	5.0	5.25	4.88	5.88	4.00	1,239	2.48	2.41	2.9	15.0	.00	.0		9 mos.	02-85	8.3	- 6.7	.2	.0	.04	.0	29.3	14.5	1.0	25.0	.20	11.1
Stuff Yer Face	O	.53	-.16	- 22.7	0.69	0.53	1.44	.53	440	.29	.52	- 44.2	NE	.00	.0		9 mos.	12-84	.5	.0	(.4)	NC	(.03)	NC	1.5	7.1	(.6)	- 100.0	(.04)	- 100.0
Swensens Inc	O	2.75	1.25	83.3	3.13	1.50	3.50	1.50	414	1.29	.43	200.0	NE	.00	.0		3 mos.	03-85	2.7	12.5	(.3)	NC	(.05)	NC	2.7	12.5	(.3)	NC	(.05)	NC
Taco Villa	O	5.50	.00	.0	5.75	5.50	7.75	4.75	27	.07	.21	- 66.7	19.0	.00	.0		3 mos.	03-85	8.8	22.2	.3	.0	.07	- 12.5	8.8	22.2	.3	.0	.07	- 12.5
Taco Viva	M	5.38	-.50	- 8.5	5.75	5.38	7.50	4.66	376	1.10	1.15	- 4.3	15.8	.00	.0		9 mos.	02-85	5.5	- 6.8	.3	- 25.0	.10	- 9.1	17.7	8.6	.9	12.5	.27	12.5
TGI Friday's	N	9.75	-.38	- 3.7	10.00	9.75	12.88	7.88	512	.44	.68	- 35.3	14.6	.00	.0		3 mos.	03-85	76.3	16.8	3.4	9.7	.19	11.8	76.3	16.8	3.4	9.7	.19	11.8
TGIF Texas	O	2.00	.00	.0	2.50	2.00	3.25	2.00	10	.07	.07	.0	NE	.00	.0		fiscal	12-84	3.2	33.3	(.2)	NC	(.12)	- 100.0	11.5	27.8	(.5)	NC	(.32)	- 100.0
TCBY	M	19.00	.25	1.3	20.00	18.50	20.50	1.81	1,372	3.15	4.53	- 30.5	79.2	.00	.0		3 mos.	02-85	2.0	185.7	.2	NC	.04	300.0	2.0	185.7	.2	NC	.04	300.0
Transworld	N	39.63	2.75	7.5	40.13	37.25	40.13	25.13	9,324	2.62	1.97	33.0	12.9	.48	1.2		3 mos.	03-85	479.8	3.5	16.2	- 16.1	.40	- 14.9	479.8	3.5	16.2	- 16.1	.40	- 14.9
USACafes	M	5.25	.25	5.0	5.25	4.38	5.75	2.75	1,273	2.03	2.01	1.0	15.0	.28	5.3		6 mos.	03-85	4.8	.0	.8	.0	.09	- 35.7	9.4	17.5	1.2	9.1	.16	- 15.8
Vicorp Restaurants	M	23.63	- 1.63	- 6.4	25.38	23.25	28.25	13.25	4,601	6.91	6.08	13.7	17.8	.12	.5		3 mos.	01-85	106.7	216.6	1.4	27.3	.17	6.3	106.7	216.6	1.4	27.3	.17	6.3
Victoria Stations	M	3.13	.00	.0	3.44	3.13	7.25	2.13	2,072	5.84	3.24	80.2	NE	.00	.0		9 mos.	12-84	27.6	- 8.0	(1.2)	NE	(.35)	NE	73.5	- 5.3	(3.7)	NE	(1.05)	NE
Wendys Intl	N	17.25	-.50	- 2.8	17.75	16.88	19.13	12.19	11,886	1.62	1.47	10.2	18.0	.21	1.2		3 mos.	03-85	236.5	15.1	14.5	11.5	.20	11.1	236.5	15.1	14.5	11.5	.20	11.1
Wstin Steer	O	9.00	.00	.0	10.50	9.00	11.75	9.00	20	.16	.26	- 38.5	15.0	.20	2.2		fiscal	02-85	14.4	26.3	.2	- 33.3	.22	15.8	45.4	25.8	.7	- 41.7	.60	- 41.2
Winners Cp	N	6.13	-.63	- 9.3	6.75	6.13	13.38	5.13	301	.67	1.68	- 60.1	43.8	.00	.0		3 mos.	03-85	24.0	- 1.2	(.6)	- 100.0	(.16)	- 100.0	24.0	- 1.2	(.6)	- 100.0	(.16)	- 100.0
Hotels, Motels, and Casinos																														
Brock Hotel Cp	N	2.88	-.25	- 8.0	3.25	2.25	5.63	1.88	2,070	1.57	1.06	48.1	NE	.10	3.5		3 mos.	03-85	66.8	- 8.6	13.9	2680.0	.98	2350.0	66.8	- 8.6	13.9	2680.0	.98	2350.0
Hilton Hotels	N	65.38	.00	.0	67.00	65.00	73.50	45.50	839	.34	1.75	- 80.6	14.3	1.80	2.8		3 mos.	03-85	168.2	2.6	23.5	23.0	.94	32.4	168.2	2.6	23.5	23.0	.94	32.4
Holiday Inns	N	55.63	2.63	5.0	57.50	52.50	57.63	35.25	6,754	2.35	1.76	33.5	14.0	1.00	1.8		3 mos.	03-85	427.2	6.4	33.7	29.6	1.08	56.5	427.2	6.4	33.7	29.6	1.08	56.5
Prime Mtr Inn	N	32.00	2.25	7.6																										



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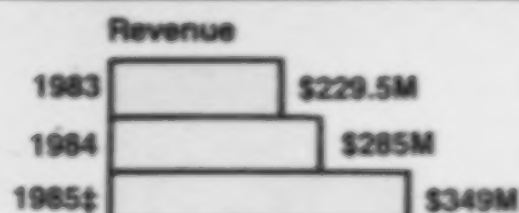
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July 15, 1985



Friday's Scoggin eyes \$1B future

TGI FRIDAY'S AT A GLANCE



Concepts	No. of Units*	Avg. Per-store Sales	Avg. Check
	1985	1986	1985
TGI Friday's	120	120	\$3.3M
Dalys	9	19	2.4M
Fast Friday's	1	NA	NA

*Projections

†Estimates by Montgomery Securities

New concepts anchor expansion strategy

By Peter Romeo

DALLAS — T.G.I. Friday's Inc. says it is laying the groundwork to become one of the few survivors in what president and chief executive officer Daniel R. Scoggin sees as a far different restaurant industry of the future.

Scoggin's strategy calls for the constant addition of new concepts and continuous change for Friday's present brands, T.G.I. Friday's and Dalts.

Near-term, the plan includes a new prototype and selective international expansion for T.G.I. Friday's, a doubling of the size of Dalts, the August rollout of a new menu line for one or both the chains and the development of a new

concept within 18 months.

"We deal in long-range views," Scoggin said in an interview with *Nation's Restaurant News*. "In the long pull this industry is going to grow up. The survivors are going to be multi-billion-dollar companies that know how to create concepts and know how to keep those concepts alive."

Scoggin believes that in the instance of Friday's, "the only way to accomplish this is as a multiconcept entity. We see at least a dozen concepts that would function very well."

He emphasized that Friday's will take great care to avoid the copycat approach taken by

(See SCOGGIN, page 109)

Pillsbury debating Godfather's future

By Don Jeffrey

MINNEAPOLIS — Following its acquisition of Diversifoods, Pillsbury has made an easy first decision about the fate of that multiconcept company: absorbing the 375 fran-

powerhouse restaurant company, with estimated food-service revenues exceeding \$2.5 billion and a diversified portfolio of concepts ranging from fast-service burgers, pizza and Chinese food to full-service dinnerhouses and casual-theme restaurants. But sources said problems are looming.

"They've got a lot on their plate," said an analyst who believed Pillsbury will sell some Diversifoods concepts to the highest bidders to relieve debt assumed in the \$360 million buyout.

(See GODFATHER'S, page 109)

News analysis

chised Burger Kings into the Pillsbury-owned system. But executives are reportedly divided over a tougher decision: what to do with the ailing, 895-unit Godfather's pizza chain.

Pillsbury has emerged as a

PILLSBURY, Minneapolis, Minn.

Food-service Revenue (year ended 11/30/84): \$1.77 billion

Food-service Operating Profit: \$187 million

Restaurants (3/85)

Burger King: 4,123 (564 company-owned, 3,234 franchised, 325 foreign)

Steak and Ale: 181

Bennigan's: 170

J. J. Muggs: 11

Bay Street: 1

DIVERSIFOODS, Itasca, Ill.

Purchased by Pillsbury 6/85

Total Revenue (year ended 12/31/84): \$554.4 million

Total Operating Profit: \$49.4 million

Net Profit: \$18.2 million

Restaurants (1/85)

Burger King: 378 (274 operated, 104 subfranchised)

Godfather's: 895 (237 company-owned)

Luther's: 68 (34 company-owned)

Chart House: 55

Moxie's: 9

Rykoff-Sexton buys Interstate

Los Angeles distributor sold for over \$20 million

NRN West Coast Bureau

LOS ANGELES — Rykoff-Sexton Inc. has agreed to buy privately held Interstate Restaurant Supply Co. Inc., which reports annual sales of more than \$100 million.

Terms were not disclosed, but estimates place the cash purchase price at more than \$20 million. Rykoff-Sexton said the transaction was expected to close by September, subject to the signing of a definitive agreement and various approvals.

Interstate, also based in Los Angeles, manufactures about 250 food products and distributes more than 14,000 processed food, equip-

(See RYKOFF, page 109)

New Orleans in tourism slump

Restaurant sales, hotel occupancy down significantly

By Ken Frydman

NEW ORLEANS — Independent restaurants and hotels in the historic French Quarter, along the Mississippi River and in the redeveloped downtown section are suffering through an extended crisis linked to a severe drop in tourism.

Customer traffic and sales are down considerably at some of the city's better-known restaurants, and the city's hotel occupancy rate has been hovering below 55% since the beginning of the year.

Competition among restaurants is keener than ever before, said James Funk, executive vice president of the Louisiana Restaurant Association. "The pie is being divid-

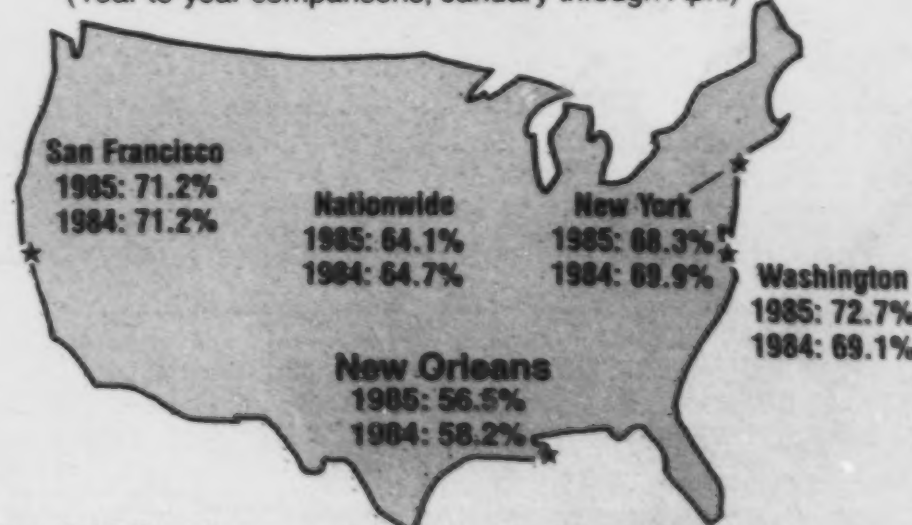
ed into smaller pieces among more restaurants," Funk explained.

Roy Guste, whose family owns Antoine's in the French

Quarter, closed the doors on his latest venture, Guste's, only five months after opening the penthouse restaurant in (See NEW ORLEANS, page 109)

HOTEL OCCUPANCY RATES

(Year-to-year comparisons, January through April)



Source: Laventhol & Horwath

INSIDE NRN

GAMBLING DEBATE

Louisiana considers licensing New Orleans casino . . . 79

TAIWAN DEAL INKED

Ponderosa franchisee agrees to build seven units. . . . 86

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FINANCIAL NEWS

NRN Index rockets 3.9 to 132.9; gainers beat losers

NEW YORK — Restaurants staged a revolution of their own during the Independence Day holiday-shortened week ended July 5, pushing the *Nation's Restaurant News* Food-Service Operators Index up 3.6 points, to 132.9, a new record.

Advancing issues outnumbered decliners 50 to 32, with 34 unchanged, on the full 116-stock listing,

which includes lodging and diversified companies.

The Dow Jones Industrials Average slipped 1.01, to close at 1334.45, nearly 212 points above the year-before mark. An 8-point gain on the last day of the week failed to completely make up for earlier losses.

Volume on the full NRN listing was markedly lighter, with 93 of 116

issues trading slower than their previous 12-week averages.

Chi-Chi's led the Volume Surge list, with trading 149.2% heavier than usual. Chi-Chi's rose 88¢, to close at \$13 per share.

Ponderosa System was the third-leading percentage-price gainer of the week, adding \$1.88, to \$12.75. The company denied a report that it

was the target of a takeover attempt. Peoples Restaurants, which has filed for Chapter 11, led the losers' list, off 6¢, to 13¢.

Among the big bellwethers, McDonald's gained \$1.13, to \$69.63, after hitting a 52-week high of \$70. Wendy's, up 25¢, to \$17.50. Church's, up 63¢, to \$13. Collins, off 13¢, to \$24. Jerroco, down 63¢, to \$20.25.

VOLUME TREND LEADERS

(Volume Trend Change, in %)

Chi-Chi's	M	149.2	Fast Food Oper	O	76.2
Pizza Inn	A	143.3	Morrison Inc	M	75.2
Noble Roman	O	129.2	Church's Fr Ch	N	51.2
Sandwich Chef	M	119.7	USACafes	M	47.2
Po-Folks	M	103.9	Sea Galaxy	M	39.6

TOP TEN GAINERS

(Weekly Price Change, in %)

Kelly-Johnston	M	33.3	Concept Dev	M	8.4
SIS Co	M	18.8	Nathans	M	7.4
Ponderosa Sys	N	17.2	Chi-Chi's	M	7.2
Consul Restaurant	M	16.1	Fuddrucker's Inc	M	7.1
Fast Food Oper	O	9.1	Po-Folks	M	6.7

TOP TEN LOSERS

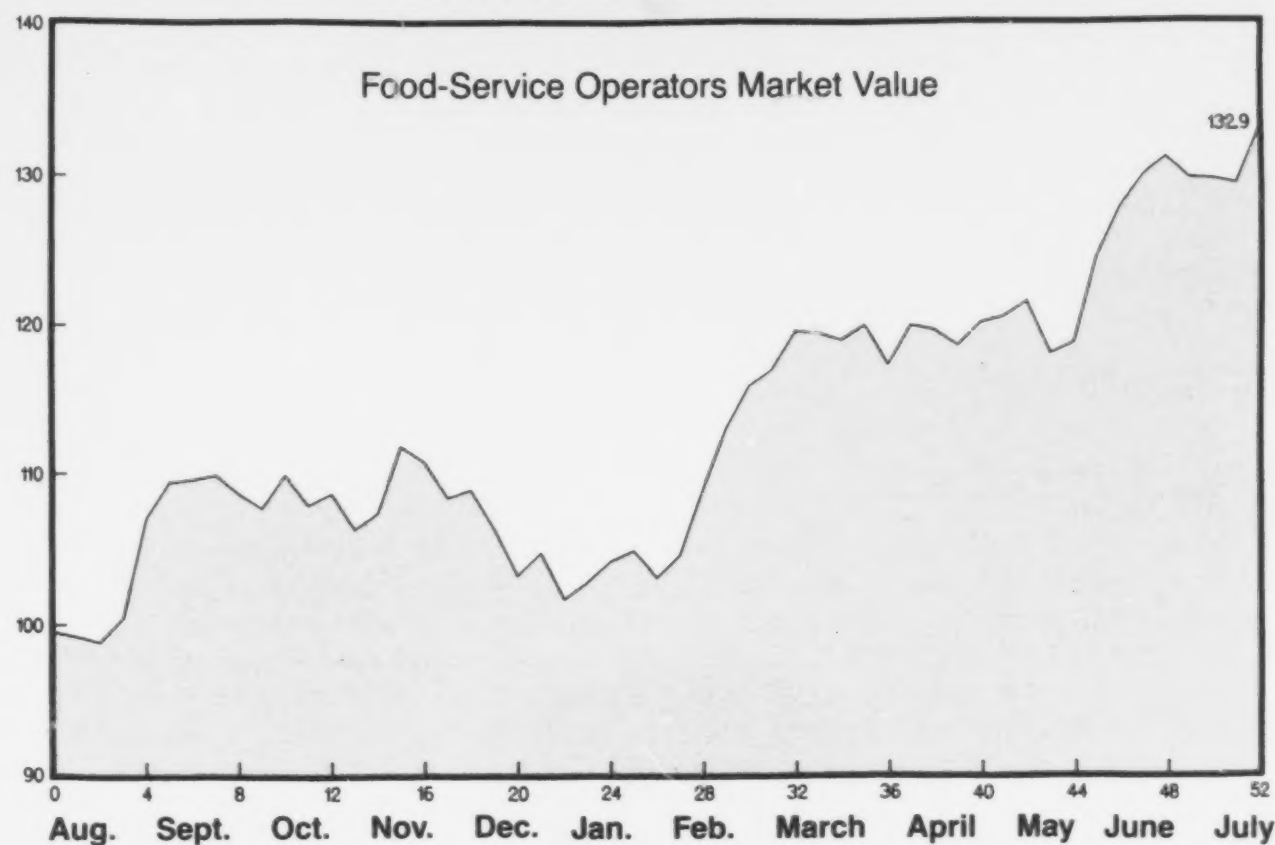
(Weekly Price Change, in %)

Peo Restaurants	M	-33.3	Rest Mgmt	M	-2.6
1 Potato 2	O	-20.0	Slippers	M	-2.4
Sea Galaxy	M	-10.3	Disney, Walt	N	-2.3
Svensens Inc	O	-9.1	El Torito Rest	N	-2.1
Acapulco Rests	M	-7.9	Winners Cp	N	-2.0

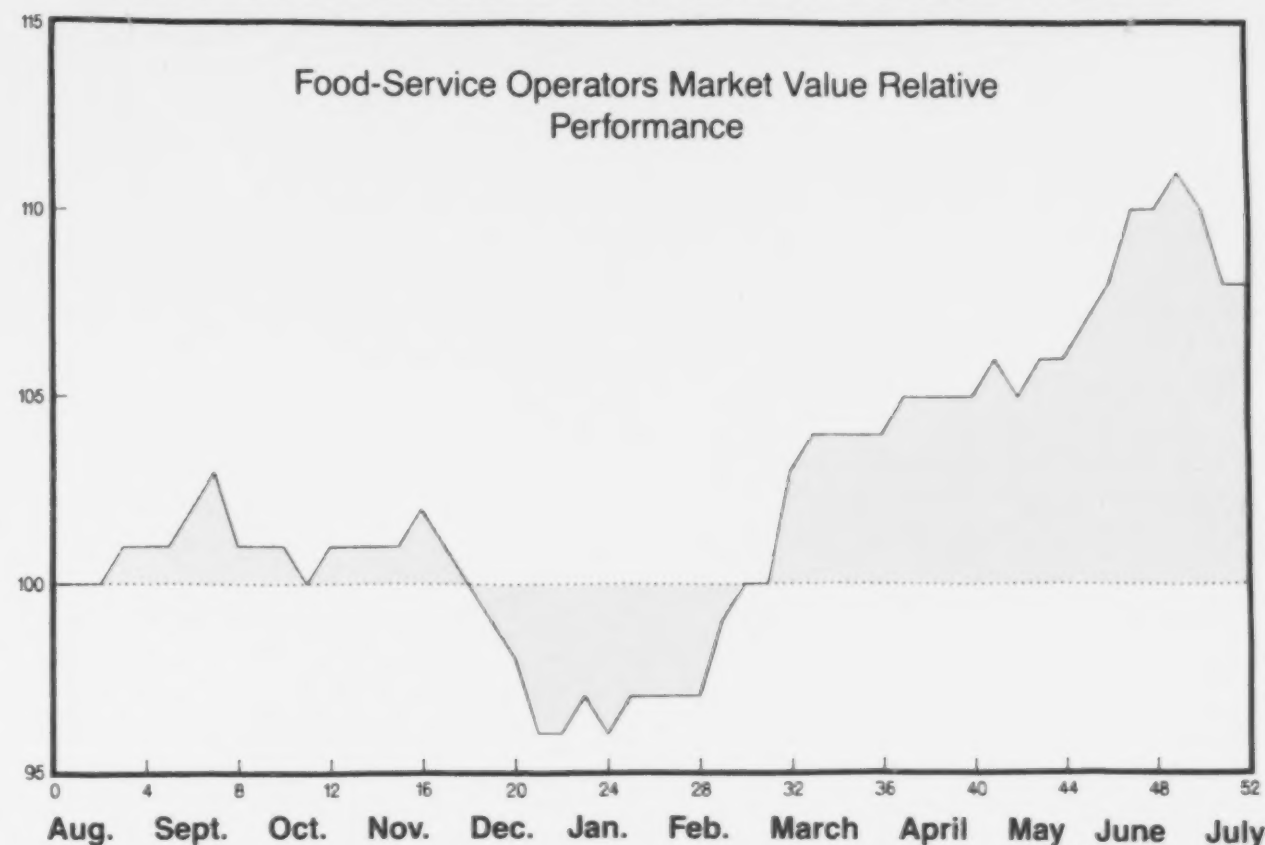
Company and Market	Stock Market												Financial Update																				
	Price								Volume				P/E	Indicated		Latest Report			Latest Quarter						Year-to-Date								
	7-05-85		Weekly		52-Week		Weekly		12-Week		Trend	Divd. Rate		New	Period	Date	Revenue		Net Income		EPS		Revenue		Net Income		EPS						
	Close	Ant.	Chg.	Pct.	High	Low	High	Low	Total	% Out							Avg. Vol.	Ant.	Yld.	Ant.	Chg.	Ant.	Chg.	Ant.	Chg.	Ant.	Chg.	Ant.	Chg.	Ant.	Chg.	Ant.	Chg.
	\$	\$	%		\$	\$	\$	\$	(100)	%							%	%	%	\$	%	\$	%	\$	%	\$	%	\$	%	\$	%	\$	%
Food-Service Operators																																	
AAM Food Svcs	O	6.38	-13	-1.9	6.63	6.25	7.13	3.50	94	26	84	-69.0	19.3	.00	.0	---	3 mos.	03-85	7.9	23.4	.3	.0	.08	14.3	7.9	23.4	.3	.0	.08	14.3			
Acapulco Rests	M	4.38	-38	-7.9	4.38	4.38	5.38	3.50	35	14	72	-80.6	33.7	.00	.0	NEW	6 mos.	04-85	10.4	1055.6	.1	-80.0	.04	-80.0	19.9	114.0	.0	-100.0	.01	-92.3			
Am Restaurants	O	3.88	.13	3.3	4.00	3.88	5.75	2.38	23	10	32	-68.8	77.5	.00	.0	---	3 mos.	04-85	4.7	4.4	.0	-100.0	(.01)	-100.0	4.7	4.4	.0	-100.0	(.01)	-100.0			
Assoc Hosts	M	11.38	.13	1.1	11.38	11.13	17.13	10.88	161	36	184	-80.4	15.4	.12	1.1	---	6 mos.	03-85	22.9	-5.8	.7	-36.4	.16	-36.0	45.4	-3.6	1.4	-26.3	.32	-25.6			
Benihana Natl	M	20.63	.63	3.1	20.88	20.13	21.75	10.75	688	237	523	-54.7	19.3	.00	.0	---	fiscal	03-85	27.3	228.9	1.3	85.7	.45	50.0	67.0	238.4	3.1	121.4	1.07	91.1			
Bob Evans Farms	M	21.75	.50	2.4	22.00	20.75	21.75	14.75	1,426	.88	.69	27.5	19.6	.30	1.4	---	fiscal	04-85	56.7	10.3	4.4	12.8	.27	12.5	227.7	12.9	18.1	12.4	1.11	13.3			
Calibre Cp	M	2.63	.13	5.0	2.63	2.50	5.13	.63	74	24	56	-57.1	NE	.00	.0	---	6 mos.	01-85	3.6	2.9	(1.1)	NE	(.38)	NE	7.1	6.0	(1.8)	NE	(.60)	NE			
Cafay Food	M	13.38	-13	-9	13.50	13.25	13.50	8.13	744	1.65	1.93	-14.5	19.7	.16	1.2	---	fiscal	02-85	15.7	18.0	.8	60.0	.18	63.6	54.3	24.5	3.1	47.6	.68	30.8			
Capt Crab	M	1.88	.00	.0	1.88	1.75	2.88	1.31	870	.57	1.20	-52.5	NE	.00	.0	---	6 mos.	02-85	1.7	240.0	(.5)	NE	(.04)	NE	3.3	200.0	(1.1)	NE	(.08)	NE			
Carols Cp	N	8.50	.00	.0	8.75	8.50	11.50	7.88	262	.34	.68	-50.0	11.5	.07	.8	---	9 mos.	02-85	34.6	19.3	.9	80.0	.12	50.0	109.2	20.7	4.8	41.2	.62	10.7			
Chels Intl	O	.69	.00	.0	0.81	0.69	1.06	.38	188	.10	.45	-77.8	NE	.00	.0	---	fiscal	01-85	4.0	-18.4	(1.8)	NE	(.09)	NE	20.9	-4.1	(2.7)	NE	(.14)	NE			
Chi-Chi's	M	13.00	.88	7.2	13.25	12.13	18.00	9.38	21,448	7.95	3.19	149.2	20.6	.00	.0	---	9 mos.	01-85	51.7	16.2	2.6	-40.9	.10	-28.6	149.2	27.3	12.1	-2.4	.45	-6.3			
Chi's Inc	M	28.75	.63	2.2	28.75	28.00	28.88	13.75	372	.80	2.22	-64.0	37.3	.00	.0	---	9 mos.	03-85	17.3	66.3	.8	100.0	.17	112.5	48.3	57.3	2.7	125.0	.58	87.1			
Church's Fr Ch	N	18.50	.63	3.5	18.75	18.00	20.25	12.75	9,352	2.48	1.64	51.2	15.9	.44	2.4	---	3 mos.	03-85	116.3	11.4	7.9	17.9	.21	16.7	116.3	11.4	7.9	17.9	.21	16.7			
Collins Foods	N	24.00	-13	-5	24.88	24.00	24.88	11.75	1,201	.91	.85	7.1	17.4	.16	.7	---	fiscal	04-85	124.0	18.9	4.4	22.2	.33	22.2	488.6	19.1	18.3	18.8	1.38	16.9			
Concept Dev	M	12.88	1.00	8.4	13.25	11.88	16.75	5.75	1,283	2.48	4.67	-46.9	NE	.00a	.0	---	9 mos.	03-85	28.1	212.2	(1.2)	-100.0	(.23)	-100.0	30.2	9.4	(1.2)	-100.0	(.23)	-100.0			
Consul Prots	O	4.25	.00	.0	4.38	4.25	5.88	4.00	33	.10	.37	-73.0	12.9	.08	1.9	---	6 mos.	03-85	18.6	-4.6	.0	NC	(.02)	NC	33.8	-3.4	.3	-25.0	.08	-20.0			
Consul Restaurant	M	4.50	.63	16.1	4.50	3.88	12.00	3.38	1,224	2.69	2.47	8.9	NE	.00	.0	---	9 mos.	02-85	21.0	32.1	(3.3)	-100.0	(.72)	-100.0	63.0	32.6	(3.7)	-100.0	(.82)	-100.0			
Cracker Barrel	M	14.25	.25	1.8	14.25	13.75	23.50	11.75	269	.75	1.34	-44.0	19.8	.14	1.0	---	9 mos.	04-85	16.0	16.8	.3	-40.0	.07	-61.1	46.8	18.2	.9	-35.7	.26	-50.0			
Cucos Inc	O	4.50	-25	-5.3	4.88	4.50	5.75	2.75	27	.16	.21	-23.8	32.1	.00	.0	NEW	9 mos.	03-85	1.6	100.0	.1	.0	.04	33.3	4.8	108.7	.2	.0	.11	10.0			
Diversifoods	M	11.38	.00	.0	11.50	11.25	14.63	8.00	463	.14	6.50	-97.8	27.7	.34	3.0	---	3 mos.	03-85	128.2	2.0	1.3	-76.8	.04	-76.5	128.2	2.0	1.3	-76.8	.04	-76.5			
Dukes Of Amer	M	9.63	-13	-1.3	10.00	9.38	15.50	9.00	1,484	2.92	3.13	-6.7	74.0	.00	.0	---	fiscal	03-85	4.0	185.7	.2	NC	.04	100.0	11.5	98.3	.5	150.0	.13	44.4			
Dunkin Donuts	M	23.13	.00	.0	23.25	22.63	23.88	14.25	552	.77	2.04	-62.3	17.1	.24	1.0	---	6 mos.	04-85	.7	-96.8	2.8	16.7	.38	15.2	24.7	-41.3	5.4	14.9	.74	15.6			
El Chico	M	11.75	.25	2.2	12.00	11.50	11.75	7.25	656	1.41	1.89	-25.4	15.1	.00	.0	---	9 mos.	02-85	20.6	6.7	.9	.0	.19	-5.0	61.8	7.1	2.7	.0	.58	-3.3			
El Pollo Asa	O	5.50	.25	4.8	5.75	5.25	6.34	1.84	233	.92	3.56	-74.2	NE	.00	.0	---	fiscal	03-85	.7	250.0	.0	NE	.01	NE	2.5	212.5	(.5)	NE	(.26)	NE			
El Torito Rest	N	17.50	-38	-2.1	17.75	17.25	19.25	9.75	1,056	.95	.91	4.4	17.2	.00	.0	---	3 mos.	03-85	65.4	11.8	2.2	37.5	.19	35.7	65.4	11.8	2.2	37.5	.19	35.7			
Fast Food Oper	O	.75	.06	9.1	0.81	0.69	1.63	.63	436	.74	.42	76.2	25.0	.00	.0	---	fiscal	12-84	2.0	25.0	.0	-100.0	.00	-100.0	8.0	31.1	.2	-33.3	.03	-50.0			
Fakey Jakes	M	5.13	.00	.0	5.25	5.00	8.50	4.88	1,409	2.03	1.94	4.6	NE	.00	.0	---	3 mos.	03-85	5.3	253.3	(.5)	NE	(.07)	NE	5.3	253.3	(.5)	NE	(.07)	NE			
Folks Rest	O	2.50	.00	.0	3.50	2.50	7.38	2.50	38	.25	.27	-7.4	NE	.00	.0	---	3 mos.	03-85	1.7	88.9	(.3)	NC	(.18)	-100.0	1.7	88.9	(.3)	NC	(.18)	-100.0			
Freder Cooker	O	.38	.00	.0	0.63	0.38	6.75	.25	190	.85	1.05	-19.0	NE	.00	.0	NEW	3 mos.	03-85	.7	-22.2	(.2)	NE	(.15)	NE	.7	-22.2	(.2)	NE	(.15)	NE			
Frieh's	A	26.00	.50	2.0	26.00	25.25	26.00	14.13	44	.10	.29	-65.5	22.0	.22	.8	---	9 mos.	02-85	27.2	3.0	.4	33.3	.10	25.0	96.8	5.7	3.3	10.0	.76	10.1			
Fuddrucker's Inc	M	7.50	.50	7.1	7.50	6.88	15.13	6.00	1,990	3.06	4.18	-26.8	NM	.00	.0	---	3 mos.	03-85	10.1	146.3	.1	NE	.02	NE	10.1	146.3	.1	NE	.02	NE			
Garcias Scot	M	2.44	-19	-7.1	2.50	2.38	5.00	1.63	406	.68	1.50	-54.7	NE	.00	.0	---	3 mos.	03-85	16.3	-4.7	.4	NE	.07	NE	16.3	-4.7	.4	NE	.07	NE			
Good Taco	O	.69	.00	.0	0.75	0.69	3.25	.25	140	.47	1.25	-62.4	NE	.00	.0	NEW	fiscal	02-85	.1	-75.0	(.3)	NE	(.07)	NE	1.1	37.5	(1.4)	NE	(.51)	NE			
Hambg Hamlet	O	14.75	-25	-1.7	15.25	14.75	15.25	10.50	1	.01	.35	-97.1	7.9	.00	.0	---	9 mos.	12-84	9.4	6.8	.3	.0	.38	-11.4	28.7	9.5	1.1	83.3	1.56	81.4			
Hungry Tiger	M	4.63	.13	2.8	4.75	4.38	6.50	3.63	102	.35	1.18	-70.3	NE	.00	.0	---	6 mos.	02-85	14.5	-8.8	(.4)	-100.0	(.12)	-100.0	28.9	-6.8	(.5)	-100.0	(.16)	-100.0			
Intl Dairy Queen	O	54.00	2.00	3.8	56.75	52.50	54.00	39.00	26	.13	.11	18.2	13.2	.00	.0	NEW	6 mos.	05-85	48.4	27.7	3.1	-90.5	1.54	40.0	75.6	15.1	3.9	-88.3	1.92	35.2			
Intl King Tab	M	18.50	.00	.0	18.75	18.50	24.75	13.41	141	.49	2.75	-82.2	13.2	.00a	.0	---	9 mos.	03-85	24.3	1.7	1.5	25.0	.48	14.3	61.7	3.9	3.3	17.9	1.11	13.3			
It's A Rest	M	14.63	.50	3.5	14.75	14.25	15.50	7.84	806	2.30	5.65	-59.3	18.3	.16	1.1	---	6 mos.	03-85	18.0	35.3	.3	.0	.07	-22.2	36.7	38.5	.9	.0	.24	-4.0			
Jenico Inc	M	20.25	-63	-3.0	20.75	20.13	21.50	14.00	2,201	1.39	3.47	-59.9	14.9	.12	.6	---	9 mos.	03-85	122.3	.2	4.3	-4.4	.27	-6.9	377.6	5.6	14.7	8.9	.93	8.1			
Capik Cp	A	3.75	.00	.0	4.00	3.75	4.00	1.13	243	1.08	1.85	-41.6	5.9	.00	.0	---	3 mos.	12-84	5.2	15.6	.3	NE	1.67	NE	5.2	15.6	.3	NE	1.67	NE			
Larcher Carl	M	15.13	.50	3.4	15.25	14.63	29.63	13.50	1,080	1.53	2.09	-26.8	9.2	.00	.0	---	fiscal	01-85	75.3	8.2	1.4	-33.3	.20	-28.6	331.4	14.4	11.6	.9	1.64	1.2			
Levy-Johnston	M	.50	.13	33.3	0.50	0.38	5.00	.25	1,033	1.21	2.56	-52.7	NE	.00	.0	---	6 mos.	08-84	32.0	60.0	(9.8)	-100.0	.44	193.3	60.3	93.9	(13.5)	-100.0	.00	-100.0			
Levinsky Rest	A	2.25	-13	-5.3	2.38	2.13	3.50	1.75	153	.27	.44	-38.6	NE	.00	.0	---	3 mos.	01-85	17.1	-10.9	(2.5)	NE	(.44)	NE	17.1	-10.9	(2.5)	NE	(.44)	NE			

FINANCIAL NEWS

NRN STOCK INDEX



NRN STOCK INDEX VS. DOW JONES INDEX



Company and Market	Stock Market												Financial Update																				
	Price								Volume				P/E Ratio	Indicated Divd. Rate		Latest Report			Latest Quarter						Year-to-Date								
	7-05-85 Close	Weekly Change		Weekly Range		52-Week Range		Shares Traded Total	% Out	12-Week Avg. Vol. As % Out	Trend Change	Amt.		Yld.	New Report	Period	Date Ended	Revenue		Net Income		E.P.S.		Revenue		Net Income		E.P.S.					
		Amt.	Pct.	High	Low	High	Low											Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.
		\$	%	\$	\$	\$	\$											\$	%	\$	%	\$	%	\$	%	\$	%	\$	%	\$	%	\$	%
Pizza Inn	A	8.63	.50	6.2	9.00	8.25	12.75	6.88	768	2.53	1.04	143.3	28.8	.08	.9		3 mos.	03-85	47.7	24.2	.1	- 87.5	.04	- 84.6	47.7	24.2	.1	- 87.5	.04	- 84.6			
Po-Folks	M	12.00	.75	6.7	12.50	11.13	16.63	8.75	687	1.55	.76	103.9	17.1	.00	.0		6 mos.	03-85	30.2	30.2	.2	.0	.03	- 40.0	60.5	30.1	.8	- 20.0	.18	- 21.7			
Ponderosa Sys	N	12.75	1.88	17.2	12.88	10.88	21.50	10.75	2,121	2.20	2.27	- 3.1	28.3	.40	3.1		3 mos.	05-85	117.2	- 1.3	.8	- 82.2	.08	- 85.5	117.2	- 1.3	.8	- 82.2	.08	- 85.5			
Primo Inc	O	1.50	-. 13	- 7.7	1.63	1.50	4.63	1.50	175	.52	.68	- 23.5	NE	.00	.0		6 mos.	03-85	.8	- 20.0	.1	.0	.03	.0	1.8	- 10.0	.2	.0	.07	16.1			
RAX Restaurants	M	8.25	.25	3.1	8.25	8.00	16.38	7.50	238	.35	.76	- 53.9	20.1	.00	.0		6 mos.	01-85	24.9	18.0	(.6)	- 100.0	(.08)	- 100.0	54.2	22.6	.3	- 85.0	.05	- 84.4			
Rest Assoc	A	8.38	-. 13	- 1.5	8.50	8.25	8.88	5.38	42	.15	.57	- 73.7	15.2	.00	.0		fiscal	12-84	57.3	61.0	.5	- 44.4	.20	- 47.4	155.1	9.9	1.5	- 31.8	.55	- 37.5			
Rest Mgmt	M	19.00	-. 50	- 2.6	19.25	18.75	19.50	9.00	135	.85	1.85	- 54.1	20.0	.09	.5		6 mos.	04-85	8.3	25.8	.5	66.7	.24	14.3	18.2	37.9	1.0	42.9	.52	20.9			
Rest Systems	M	14.75	-. 50	- 3.3	15.50	14.75	16.50	11.75	99	.43	1.01	- 57.4	16.2	.00	.0		3 mos.	03-85	10.5	1.0	.5	.0	.23	9.5	10.5	1.0	.5	.0	.23	9.5			
Ritzys G D	M	2.25	.13	5.9	2.50	2.13	6.25	1.75	310	.60	.77	- 22.1	NE	.00	.0		3 mos.	03-85	3.0	7.1	(.7)	NE	(.13)	NE	3.0	7.1	(.7)	NE	(.13)	NE			
Rusty Pelican	M	16.88	.00	.0	16.88	16.88	18.25	11.00	19	.07	.58	- 87.9	22.8	.00	.0		9 mos.	04-85	13.0	39.8	.6	20.0	.24	- 4.0	34.5	40.2	1.1	.0	.42	- 20.8			
Ryan's Fam	M	16.75	-. 25	- 1.5	17.00	16.38	19.25	11.34	339	.49	1.55	- 68.4	30.5	.00	.0		3 mos.	03-85	10.5	56.7	1.1	37.5	.16	33.3	10.5	56.7	1.1	37.5	.16	33.3			
Saga Corp	N	27.00	-. 13	-. 5	27.13	26.75	35.50	24.50	1,079	.82	1.32	- 37.9	10.8	.52	1.9		9 mos.	03-85	327.3	15.2	7.6	- 7.3	.57	- 8.1	930.0	12.7	27.0	9.8	2.02	5.2			
Sandwich Chef	M	8.75	.00	.0	9.00	8.50	9.00	6.75	197	1.56	.71	119.7	15.4	.00	.0		9 mos.	03-85	7.2	9.1	.2	.0	.13	- 23.5	21.2	12.2	.5	.0	.40	5.3			
Sea Galley	M	7.63	-. 88	- 10.3	8.50	7.25	9.50	6.50	1,130	3.10	2.22	39.6	3.5	.00	.0		3 mos.	03-85	14.6	- 8.8	2.0	42.9	.57	58.3	14.6	- 8.8	2.0	42.9	.57	58.3			
Shoney's Inc	M	29.13	- 1.00	- 3.3	29.88	28.88	31.88	19.88	1,054	.37	.97	- 61.9	24.5	.15	.5		6 mos.	04-85	129.6	15.0	8.9	23.6	.31	19.2	279.6	15.4	17.2	25.5	.60	20.0			
Shoney's South	M	12.63	.00	.0	12.88	12.50	16.59	12.50	289	.51	1.21	- 57.9	11.9	.00	.0		3 mos.	03-85	50.3	8.2	.9	- 52.6	.15	- 55.9	50.3	8.2	.9	- 52.6	.15	- 55.9			
SIS Cp	M	4.75	.75	18.8	4.75	4.00	6.50	3.25	26	.17	.35	- 51.4	NE	.00	.0		3 mos.	03-85	2.5	78.6	(.1)	NE	(.09)	NE	2.5	78.6	(.1)	NE	(.09)	NE			
Sizzler Rest Intl	M	24.00	.00	.0	24.00	23.50	24.00	12.00	301	.44	.99	- 55.6	16.6	.00	.0		fiscal	04-85	42.6	13.0	2.9	16.0	.42	16.7	159.5	11.9	9.9	23.8	1.45	23.9			
Skippers	M	10.13	-. 25	- 2.4	10.25	10.00	12.50	8.00	216	.79	1.05	- 24.8	11.3	.06	.6		3 mos.	03-85	15.4	14.9	.5	.0	.17	- 15.0	15.4	14.9	.5	.0	.17	- 15.0			
So Hospitality	M	5.25	.00	.0	5.25	5.00	5.88	4.00	1,296	2.60	2.47	5.3	15.0	.00	.0		9 mos.	02-85	8.3	- 6.7	.2	.0	.04	.0	29.3	14.5	1.0	25.0	.20	11.1			
Stuff Yer Face	O	.50	-. 03	- 5.9	0.63	0.50	1.44	.50	286	.19	.48	- 60.4	NE	.00	.0		9 mos.	12-84	.5	.0	(.4)	NC	(.03)	NC	1.5	7.1	(.6)	- 100.0	(.04)	- 100.0			
Swensens Inc	O	2.50	-. 25	- 9.1	2.75	2.50	3.50	1.50	109	.34	.40	- 15.0	NE	.00	.0		3 mos.	03-85	2.7	12.5	(.3)	NC	(.05)	NC	2.7	12.5	(.3)	NC	(.05)	NC			
Taco Villa	O	5.50	.00	.0	5.75	5.50	7.75	4.75	13	.03	.20	- 85.0	19.0	.00	.0		3 mos.	03-85	8.8	22.2	.3	.0	.07	- 12.5	8.8	22.2	.3	.0	.07	- 12.5			
Taco Viva	O	5.38	.00	.0	5.63	5.38	7.50	4.75	208	.61	1.09	- 44.0	15.8	.00	.0		9 mos.	02-85	5.5	- 6.8	.3	- 25.0	.10	- 9.1	17.7	8.6	.9	12.5	.27	12.5			
TGI Friday's	N	10.25	.50	5.1	10.25	9.75	12.75	7.88	398	.34	.69	- 50.7	15.3	.00	.0		3 mos.	03-85	76.3	16.8	3.4	9.7	.19	11.8	76.3	16.8	3.4	9.7	.19	11.8			
TGIF Texas	O	2.00	.00	.0	2.50	2.00	3.25	2.00	2	.01	.07	- 85.7	NE	.00	.0	NEW	3 mos.	03-85	3.2	23.1	(.2)	NE	(.15)	NE	3.2	23.1	(.2)	NE	(.15)	NE			
TCBY	M	20.00	1.00	5.3	20.00	19.00	20.50	1.81	804	1.85	4.46	- 58.5	83.3	.00	.0		3 mos.	02-85	2.0	185.7	.2	NC	.04	300.0	2.0	185.7	.2	NC	.04	300.0			
Transworld	N	40.50	.88	2.2	40.63	39.25	40.63	25.13	3,748	1.05	1.92	- 45.3	13.2	.48	1.2		3 mos.	03-85	479.8	3.5	16.2	- 16.1	.40	- 14.9	479.8	3.5	16.2	- 16.1	.40	- 14.9			
USACafes	M	5.50	.25	4.8	5.50	4.88	5.75	2.75	1,825	2.90	1.97	47.2	15.7	.28	5.1		6 mos.	03-85	4.8	.0	.8	.0	.09	- 35.7	9.4	17.5	1.2	9.1	.16	- 15.8			
Vicorp Restaurants	M	24.13	.50	2.1	24.25	23.38	28.25	13.25	4,033	4.79	4.99	- 4.0	20.1	.12	.5	NEW	6 mos.	04-85	85.8	61.0	1.4	- 30.0	.17	- 43.3	192.5	121.3	2.8	- 9.7	.34	- 26.1			
Victoria Stations	M	3.25	.13	4.0	3.25	3.13	7.25	2.13	542	1.53	3.07	- 50.2	NE	.00	.0		9 mos.	12-84	27.6	- 8.0	(.12)	NE	(.35)	NE	73.5	- 5.3	(3.7)	NE	(1.05)	NE			
Wendys Intl	N	17.50	.25	1.4	17.75	17.13	19.13	12.19	4,916	.67	1.43	- 53.1	18.2	.21	1.2		3 mos.	03-85	236.5	15.1	14.5	11.5	.20	11.1	236.5	15.1	14.5	11.5	.20	11.1			
Wstn Steer	O	9.50	.50	5.6	10.50	9.00	11.75	9.00	9	.07	.24	- 70.8	15.8	.20	2.1		fiscal	02-85	14.4	26.3	.2	- 33.3	.22	15.8	45.4	25.8	.7	- 41.7	.60	- 41.2			
Winners Cp	N	6.00	-. 13	- 2.0	6.13	5.88	13.38	5.13	407	.90	1.71	- 47.4	42.9	.00	.0		3 mos.	03-85	24.0	- 1.2	(.6)	- 100.0	(.16)	- 100.0	24.0	- 1.2	(.6)	- 100.0	(.16)	- 100.0			
Hotels, Motels, and Casinos																																	
Brock Hotel Cp	N	3.00	.13	4.3	3.13	2.38	5.63	1.88	1,534	1.16	1.12	3.6	NE	.10	3.3		3 mos.	03-85	66.8	- 8.6	13.9	2680.0	.98	2350.0	66.8	- 8.6	13.9	2680.0	.98	2350.0			
Hilton Hotels	N	66.00	.63	1.0	66.00	65.13	73.50	45.50	784	.32	1.38	- 76.8	14.5	1.80	2.7		3 mos.	03-85	168.2	2.6	23.5	23.0	.94	32.4	168.2	2.6	23.5	23.0	.94	32.4			
Holiday Inns	N	55.25	-. 38	-. 7	55.88	54.50	57.63	35.25	2,643	.92	1.72	- 46.5	13.9	1.00	1.8		3 mos.	03-85	427.2	6.4	33.7	29.6	1.08	56.5	427.2	6.4	33.7	29.6	1.08	56.5			
Prime Mtr Inn	N	32.00	.00	.0	33.63	31.50	33.63	13.69	830	.43	.86	- 50.0	28.3	.09	.3		9 mos.	03-85	61.9	245.8													

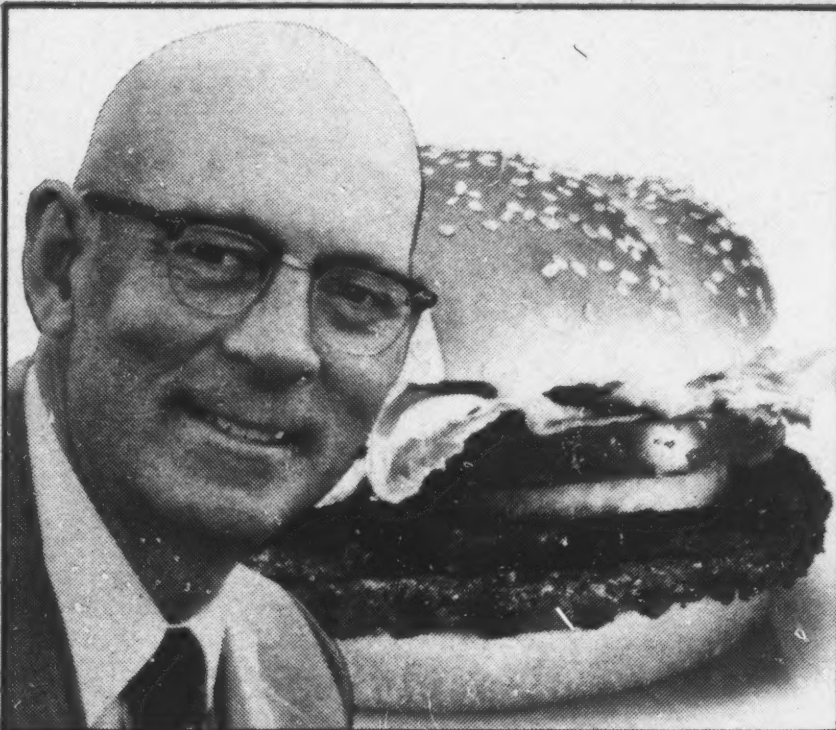
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July 22, 1985



BK founder James McLamore and Whopper.

The inside story behind
BK's revamped Whopper

A commitment to change

By Charles Bernstein
MIAMI — It is 4.2 oz. of meat compared with a former 3.6 oz. It is a 4½-in.-diameter bun vs. a former 5 in. And it is the same price in company-owned units (typically in Burger King's home market here) as the former product.

It is still the Whopper that founder Jim McLamore adopted for BK about 30 years ago, but now with more burger, less bun

and a price-value image that BK hopes will surpass the longstanding 4-oz. entries of McDonald's Quarter Pounder and Wendy's single burger.

While the new BK version outweighs its two competitors on the meat side, it remains a cheeseburger with lettuce, tomato, pickles, onion and sauce served on a soft bun.

How did this transformation of what appeared to be a winning

Whopper occur and why?

Starting one and a half years ago, recalled Ralph Witzig, BK product research and development director, "we began taking a hard look at the Whopper flagship of our menu in our secret test kitchen. We looked at the lettuce, the onion, the pickle, the sauce, procurement, everything. But most of all, the bun and the burger."

(See BK, page 59)

'Old' Coke back again

But where will
chains put it?

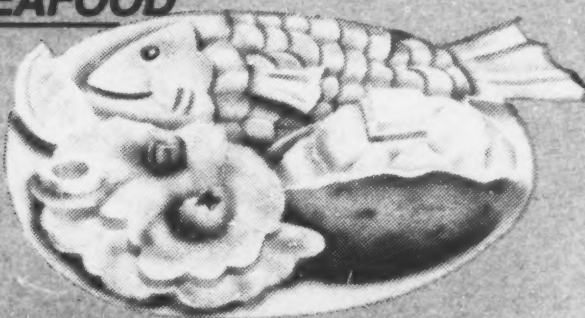
By Mark Schoifet
ATLANTA — Logistical problems will delay or preclude the rollout of Coke Classic—the original formula packaged under a new name—to many restaurant chains, according to Coca-Cola officials and food-service executives.

A key question for operators interested in selling the fountain version of Coke Classic is where to put it. As Ed Mellett, executive vice president of operations for Coca-Cola USA, pointed out,

(See COKE, page 4)

MERCHANDISING SEAFOOD IN THE 1980's

Long John Silver's is the fast-seafood leader by a wide margin, but Captain D's comes on strongest in average unit sales. Red Lobster leads seafood dinnerhouses in units and sales, while Rusty Pelican leads in average unit sales. See stories on pages F4 and F13.



Chain	1985 sales* (In Millions)	No. of Units*	Average Unit Sales (In Thousands)
Fast Feeders			
Long John Silver's	\$643.4	1,375	\$ 478
Captain D's	272.0	500	574
Skipper's	90.0	203	480
Dinnerhouses			
Red Lobster	\$827.0	370	\$2,200
Sea Galley	66.2	50	1,400
Rusty Pelican	43.0	18	3,300

*NRN and company projections for fiscal 1985, except those for Red Lobster, whose fiscal year ended in May.

Source: NRN research

D'Lites battles burger goliaths

Tests new breakfast menu

By Joe Edwards
NORCROSS, Ga. — D'Lites of America is moving into the fast-food mainstream with new menu items and dinner and breakfast tests while it maintains its "upscale" image and "light and nutritious" cachet.

Once known strictly as an alternative concept specializing in reduced-calorie, "healthy" foods, the 80-unit chain is positioning itself to compete head-to-head with Wendy's and Burger King. Comparative ads for local tele-

vision are in the works.

New products, according to chairman-founder Doug Shelley, are designed to boost unit volumes to \$1.3 million from current levels of \$1 million at 21 company units and \$800,000 at 59 franchised units. Land, building and equipment costs average \$850,000 to \$900,000.

"Our whole business concept was to create a fast-food chain that has the highest annualized sales in the fast-food

(See D'LITE'S, page 59)

INSIDE NRN

MORTON'S FOURTH TRY

Entrepreneur opens new restaurant on Rush Street. . . 21

PRATT, DREW MERGE

New company to run Sands hotel in Atlantic City . . . 45

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Wild Plum pins future on pies

Strategy is designed to capture bigger market share

By Alan Liddle
MEDFORD, Ore. — At The Wild Plum, a three-unit Oregon-based coffee shop group, in-store baked pies are an important part of a strategy aimed at winning a bigger share of the dining-out dollar.

The success of larger, established chains that prominently feature pies, such as Marie Callender's and Bakers Square, proves that the approach can be rewarding. But there are drawbacks to pie concepts, and at The Wild Plum, which offers 32 flavors, managers know that pies mean an extraordinary initial capital commitment, on-going financial risk and the need for additional employee training.



Interior of the Wild Plum restaurant in Medford, Ore.

Jack Kuykendal, a one-time multiunit Arby's franchisee who still owns three fast-food restaurants called Mr. K's, founded The Wild Plum chain

in Eugene, Ore., in 1977. His son, Bud, and daughter, Rose-lyn Prinsing, are partners.

The second Wild Plum was (See WILD PLUM, page 59)

NEWSPAPER

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